

CHEFFELO STRENGTHENS COMMERCIAL FOCUS – RECRUITING CHIEF GROWTH OFFICER

Cheffelo, a leading supplier of meal kits in the Nordic region and a pioneer in Scandinavian foodtech, today announced organizational updates, including the recruitment of a Chief Growth Officer. Following solid profitability and four consecutive quarters of growth, the company is now making structural changes to become even more customer-centric, digital-first, and sales-driven.

Recruitment has begun for a Chief Growth Officer (CGO), who will be responsible for efficiently attracting high-value customers. The CGO will lead digital sales, brand development and reactivation efforts, reporting directly to the CEO and joining Cheffelo's Management Team.

As part of the transition, Klaus Toft Nørgaard, currently Cheffelo's Chief Commercial Officer and one of the founders of mealkit brand RetNemt, will return to his previous role as Chief Business Development Officer. He will lead this effort as a separate function focused on adjacent growth opportunities, reporting to the CEO.

Additionally, Claes Stenfeldt, currently Chief Product and Procurement Officer, will lead the newly formed Customer organization as Chief Customer Officer, with a vision to design epic customer experiences that ensure subscriber loyalty and maximize profitability. This organization will include teams driving menu development, supplier and ingredients management, customer relationship management and customer insights.

"To achieve our strategic ambitions, we need the right organizational structure and the best capabilities. Along with the Nordic Management Team, I am confident that these updates will support our continued growth and help us become even more customer-centric, digital-first, and sales-driven," says CEO Walker Kinman.

The new organization will come into effect October 1st.

For further information, please contact:

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About Cheffelo

Cheffelo (previously LMK Group) was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring recipes and ingredients delivered directly to the customer's front door. Today, the group is a leading supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates under several brands in Sweden (Linas Matkasse), Norway (Godtlevert and Adams Matkasse) and Denmark (RetNemt). In 2023, the group generated SEK 1 billion in revenue and delivered approximately 15 million meals to its customers. Cheffelo is listed on Nasdaq First North Premier Growth Market (ticker: CHEF). Certified Adviser: FNCA Sweden AB.

Attachments

Cheffelo strengthens commercial focus – recruiting Chief Growth Officer