

Johan Roslund appointed as the new CFO for Desenio Group

Johan Roslund has been appointed as new CFO for Desenio Group as of 13 January 2025. Johan Roslund is currently CFO at the software company Plant. In addition, Johan is chairman of the board of the companies Nordic Asia Investment Group and board member of Verve Group, both of which are listed on Nasdaq First North. He was previously fund manager at GP Bullhound and CFO for the e-commerce company Lekmer. Johan has an MSc in Accounting & Financial Management from Stockholm School of Economics and MBA courses from Duke University.

"We are very happy that Johan Roslund accepted the position as the new CFO for Desenio Group. He is commercially oriented, with experience from digital business models, public companies and as CFO. Through the recruitment, we strengthen Desenio's financial competence in management, which will add great value", comments Fredrik Palm, CEO of Desenio Group.

"I look forward to joining Desenio Group. The business model is fundamentally very profitable, and I see great potential to contribute to the company's future development. I also believe that my background in financial leadership and strategic management can help drive Desenio's growth and value creation," comments Johan Roslund.

Anna Ståhle is leaving her position as CFO of Desenio Group on 13 January 2025, but continues to work at Desenio Group until March 28, 2025 to ensure an orderly handover.

For further information, please contact:

Fredrik Palm, CEO, fredrik.palm@deseniogroup.com, +46 70 080 76 37

Anna Ståhle, CFO, anna.stahle@deseniogroup.com, +46 70 922 10 21

Johan Hähnel, Head of IR, johan.hahnel@deseniogroup.com, +46 706 05 63 34

Certified Adviser

FNCA Sweden AB is the company's certified adviser.

This information is information that Desenio Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-11-28 07:00 CET.

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DESENIO GROUP

About Desenio Group

Desenio Group is the leading e-commerce company within affordable wall art in Europe, with a growing presence in North America. We offer our customers a unique and curated assortment of about 9,000 designs as well as frames and accessories in 37 countries via 44 local websites and are steadily expanding to new markets.

Desenio Group is well positioned to build upon our dynamic growth model, including our proprietary technical platform, industrialized creative processes and efficient customer acquisition approach.

We are headquartered in Stockholm, Sweden, with fulfilment centres in Sweden, Czech Republic and USA. Our share is traded on Nasdaq First North Growth market, under the ticker "DSNO".

Attachments

[Johan Roslund appointed as the new CFO for Desenio Group](#)