

## John Harrobin and Samantha Skey nominated to join Acast's Board of Directors

**The Nomination Committee in Acast AB has today proposed that John Harrobin and Samantha Skey be elected as new Board members at the Annual General Meeting on May 17, 2022. John Harrobin is nominated to be elected as Chairman of the Board.**

Furthermore, the Nomination Committee proposes re-election of members Hjalmar Didrikson, Jonas von Hedenberg, Björn Jeffery and Leemon Wu. As previously announced, Acast's current Chairman of the Board, Andrea Gisle Joosen, has declined re-election.

John Harrobin, who lives in the USA, has extensive experience in both the media and tech industries. Today, he leads the consumer division at Frontier Communications and has previously served as Chief Marketing Officer at both Audible, an Amazon company, and Verizon. John brings deep domain expertise in spoken media and digital customer acquisition. He served for several years as a Board Member for the Association of National Advertisers (ANA) and maintains a large network of contacts in the American media industry.

Samantha Skey, who lives in the USA, is the CEO of SHE Media, which is the USA's largest network of independent publishers who publish and produce content in the lifestyle segment. Samantha has extensive experience and knowledge from digital advertising-financed media operations and has served for several years as a Board member of both the Ad Council and the Interactive Advertising Bureau (IAB).

A more detailed presentation of all proposed members will be available on Acast's website as soon as the notice of the 2022 Annual General Meeting has been published.

"We are very pleased to be able to propose John as the new chairman and Samantha as a new member of Acast's board. With their broad experience, solid knowledge and personal qualities, John and Samantha will be able to make a major contribution to Acast's continued growth journey in both North America and the rest of the world," said Måns Alfvén, Chairman of the Nomination Committee.

The Nomination Committee would like to thank Andrea Gisle Joosen who has served as Chairman of the Board, for her leadership in guiding Acast through some very decisive and eventful years.

The Nomination Committee for the 2022 Annual General Meeting consists of:

Måns Alfvén (Chairman), Garden Street Stories AB (Alfvén & Didrikson AB)  
Anders Lindeberg, Moor & Moor AB  
Ossian Ekdahl, Första AP-fonden (AP1)  
Andrea Gisle Joosen, Chairman of the Board Acast AB

## For more information:

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Måns Alfvén, Chairman of the Nomination Committee.  
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## About Acast

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Acast was founded in 2014 and is the world's largest independent podcast company. A pioneer in the open podcast ecosystem, Acast's powerful podcast monetization marketplace delivers for creators and advertisers alike. Advertisers can efficiently target an engaged audience of listeners through dynamic ad insertion, while podcasters are given access to a range of monetization opportunities — including paid subscriptions through Acast+ — and the necessary tools to expand their listener base.

If you listen to a podcast hosted with Acast and hear an ad, it's Acast delivering that audio behind the scenes — and sharing revenue with the podcaster.

The company has a global footprint across 12 countries and, during 2021, had 3.75 billion listens on Acast-connected podcasts. Today, Acast hosts 40,000 shows. Acast's headquarters are located in Stockholm, Sweden and the Company has nine local subsidiaries in the UK, US, Australia, Norway, France, Germany, Ireland, Mexico and Canada.

In recent years, Acast has undergone an expansion with continued strong growth, with net sales increasing from SEK 180 million in 2018 to SEK 1.026 billion in 2021 — representing 73% growth versus 2020. As a result of Acast's recent growth initiatives, the number of annual listens grew from approximately 1 billion (2018) to 3.75 billion (2021). In the fourth quarter of 2021, Acast had 1.09 billion listens.

Acast was co-founded by Johan Billgren, its Chief Innovation Officer, and is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

## Attachments

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[John Harrobin and Samantha Skey nominated to join Acast's Board of Directors](#)