



New CEO and CFO on site at Veg of Lund

Since 30 June 2021, Cecilia Lindwall is in charge as new CEO of Veg of Lund, and Emma Källqvist will take up her new role as CFO of the company today. Former CEO, Thomas Olander, remains a board member of Veg of Lund.

Veg of Lund has its roots in Lund University as well as in the Scanian potato fields and the company has recently begun an international launch phase of its new plant-based drink DUG®. The drink is an alternative to animal milk and other plant-based drinks and meets consumers' demand for plant-based foods that are good from a taste, health and climate perspective.

Cecilia Lindwall, CEO, and Emma Källqvist, CFO, enter an important phase for the company and initially the focus is on leading Veg of Lund's launch of DUG in Sweden, the UK and China. Cecilia Lindwall believes that her background from the food industry in combination with strong market drive and broad global experience from sales and business development will contribute to continued development and creation of profitability.

"I look forward to starting my new assignment. Veg of Lund is a company based on patents and products that are good for the planet. DUG an important launch that is happening now, but that's just the beginning. Everything is based on potatoes and the endless possibilities it offers. My long and solid experience of both marketing, building brands and putting the consumer in focus is well complemented by Emma's heavy expertise in finance and regulation", says Cecilia Lindwall, CEO of Veg of Lund.

"There are several reasons why I chose to take on the role of CFO, the company is in a growth phase and being part of that journey feels great. That Cecilia has worked in the industry for a long time and has experience in getting companies to grow was crucial to my decision," says Emma Källqvist, CFO of Veg of Lund.

Meet Cecilia Lindwall and Emma Källqvist in a short film where they present themselves and talk about their view of Veg of Lund and the potential for the company and its products. The video is available [here](#).

For more information, please contact:

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About Veg of Lund

Veg of Lund develops unique plant-based foods meeting consumers' demands for taste and sustainability. The company has roots in research at Lund University and owns patented methods for developing new food categories in the fast-growing market for plant-based foods. Veg of Lund's climate-smart and tasty products are sold in Europe and Asia under the DUG® and MyFoodie® brands. The company's shares were listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at ir.vegoflund.se. Eminova Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 684 211 10 or e-mail: adviser@eminova.se.