



## Fredrik Carling new CEO of Veg of Lund

**The Board of Directors of Veg of Lund AB (publ) has appointed Fredrik Carling as the new CEO of the company. Fredrik Carling has broad experience in establishing new products and building strong brands and will focus on driving Veg of Lund's updated growth strategy. Fredrik Carling has worked as CEO of Hövding Sverige AB for the past ten years. Fredrik Carling will take up his new position at Veg of Lund on 19 September 2022.**

Veg of Lund has updated its strategy and implemented several activities to increase sales in existing and new markets. A key part of the company's business model is to develop its own production and sales, primarily in Sweden, the UK and Ireland, and to establish partnerships with licensees for other markets, primarily in the rest of Europe, South East Asia and Oceania.

*"Fredrik Carling's international background and experience as CEO of Hövding will contribute strongly to Veg of Lund's continued development with a focus on sales and business development – I look forward to working together with Fredrik",* says Håkan K Pålsson, Chairman Veg of Lund.

Fredrik Carling was born in 1971 and has held several management positions in companies with consumer-related products and services. He comes most recently from Hövding Sverige AB, a company that successfully launched a new type of airbag that protects cyclists in the event of an accident. Fredrik Carling was previously MD of Diesel's Nordic operations. He has also been brand manager globally and in Europe for Levi Strauss, with responsibility for concept development and new brand launches.

*"I look forward to joining Veg of Lund and building on the start-up and fantastic product innovation that already exists in the company. Establishing existing and new products globally together with a driven and competent organisation and board will be an exciting task",* says Fredrik Carling, incoming CEO of Veg of Lund.

### **For more information, please contact:**

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This information contains information that Veg of Lund is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person above, on 27 July 2022 at 11:15 a.m. CEST.

### About Veg of Lund AB (publ)

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® brand. The company's share is listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at [ir.vegoflund.se](http://ir.vegoflund.se). Mangold Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 5030 15 50 or e-mail: [ca@mangold.se](mailto:ca@mangold.se).