

Extenda Retail Holding 1 AB (publ) Appoints Magnus Lindholm as CFO, Succeeding Tony Falck

Solna, Sweden January 8, 2025

Tony Falck, Chief Financial Officer, has decided to leave the company to pursue other interests abroad. As his successor, Extenda Retail has appointed Magnus Lindholm as the new Chief Financial Officer for Extenda Retail Group.

Leendert Venema, CEO Extenda Retail, comments:

"Tony has since the start been a valuable CFO and colleague. His solid leadership and extensive knowledge have been central to creating a strong team and structure in the finance department – which will continue to successfully support the business."

Tony will facilitate an effective transition *during the spring* for Magnus Lindholm, who takes office on January 8th, 2025.

Leendert Venema continues:

"I am delighted to welcome Magnus Lindholm to the Extenda Retail team. Magnus' extensive experience leading global finance teams in the enterprise software sector, particularly his proven ability to deliver results and navigate change, makes him a valuable addition to our leadership. His operational expertise and strong leadership will fuel continued growth and improved profitability for Extenda Retail".

Magnus Lindholm, who most recently served as CEO at Qmatic, has a strong financial background. He has previously held the CFO position at Qmatic and other multinational software companies and has extensive experience in global finance, operations, and business strategy. Lindholm will be instrumental in driving Extenda Retail's strategic priorities and growth, particularly as the company focuses on expanding its global presence. He holds a Master's degree in International Business and Economics from Linköping University and an MBA from EADA Business School Barcelona.

About Extenda Retail

Extenda Retail inspires retailers and logistics providers to go further through frictionless, game-changing software. This software helps retailers grow their businesses and optimize staff and customer experiences. The extensive portfolio of solutions includes Hii Retail, cloud retail software, such as POS (point-of-sale) and checkout, WMS, Customer Intelligence and loyalty, and Pharmacy software. Over 40 years as an industry leader in retail software development, hundreds of retail chains in over 37 countries worldwide utilize Extenda Retail's solutions.

Solna January 8th, 2025

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