

PRESS RELEASE

Stockholm, 2nd of September 2022

Fram Skandinavien AB appoints new group CEO, Hanh Mai

Fram Skandinavien (the "Company", "Group") has today signed an agreement with Hanh Mai for her to become the new CEO of Fram Skandinavien AB, starting from September 19th this year.

As a step to further focus the Company's core business on investments, the board of Fram Skandinavien AB has today appointed Hanh Mai as the new CEO of the Group. Hanh Mai (born 1983 and holding a Master in Finance & Economics from Paris IX Dauphine University) is Vietnamese and has approximately 15 years of experience within asset management in France, of which the last ten years with one of the country's largest asset managers, BPIFrance, in her role as Investment Director. Hanh Mai does not currently hold any FRAMB shares, but will shortly after her starting date be investing in the ESOP option program that was decided upon at the AGM.

As of the 19th of September, Christopher Brinkeborn Beselin, will return to his role as Chairman of the Board and Mikael Steinbach will return to his role as Board Director.

"After more than a year of searching, we have now found a very strong and suitable CEO for the Group. Hanh brings an unusual combination of European and Vietnamese, and in addition she also has the unique edge that she is used to working with both investments and helping investment operations to scale, significantly - exactly what Fram's operations now need in coming phase, after the refocusing and restructuring being more or less completed. It also feels satisfying that it is finally a Vietnamese person leading the Group.

Personally, I look forward to continuing my close involvement with Fram's portfolio and investments on a daily basis. From my perspective, it matters less what title I have, I'll continue to work with the Group's investments in the same manner as before.", says Christopher Beselin

"I am delighted to have the privilege to lead the Group in this new step of transformation. After a long period of living and working in Europe, it's with genuine excitement that I return to Vietnam. This is a time of tremendous positive change for the country that also brings significant opportunities for innovation and growth. I look forward to working with all talented colleagues across the Fram^ group and building on the great foundation they have created. I would also like to thank Christopher and the Board for this great opportunity and am glad that I can benefit from their guidance in steering Fram^ to new successes.", says Hanh Mai

This information is such that Fram Skandinavien AB (publ) is obliged to disclose in accordance with the EU Market Abuse Regulation (EU nr 596/2014). The information was provided, through the agency of the below contact person, at the time stated in this press release, by Bequoted.

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Briefly about Fram ^

Fram^ is a listed investment company focused on the digital consumer, blockchain and other tech in Southeast Asia. The management group and board of Fram^ have over 75 years of joint experience of company building and investments, primarily in emerging markets. The company management's collective experience from global and regional leaders such as Kinnevik, Cevian Capital, Boston Consulting Group, Rocket Internet, Ericsson, Lazada and Bima constitutes a multifaceted and necessary foundation for successfully investing in companies in emerging markets.