



## PRESS RELEASE

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### Changes in CDON's management team

**Following the earlier announced completion of the combination of CDON AB (“CDON” or “the company”) and Fyndiq AB (“Fyndiq”), CDON has today appointed Atra Azami as new CTO (Chief Technology Officer), Björn Idrén as new CCO (Chief Commercial Officer), Kattis Åström as new CXO (Chief Experience Officer), Niklas Öhman as new CPO (Chief Product Officer) and Linda Andersson as new CSO (Chief Supply Officer).**

As previously announced by CDON, Fredrik Norberg has been appointed as the company's new CEO (Chief Executive Officer) and Thomas Pehrsson as the Deputy CEO and CFO (Chief Financial Officer). CDON's management team is thus now comprised of Fredrik Norberg (CEO), Thomas Pehrsson (deputy CEO & CFO), Atra Azami (CTO), Björn Idrén (CCO), Kattis Åström (CXO), Niklas Öhman (CPO) and Linda Andersson (CSO).

Atra Azami (CTO) will be responsible for the integration of the technology systems, and driving innovation and growth through the development and implementation of cutting-edge technologies. Before Fyndiq, Atra worked as a consultant at Netlight AB, consulting mainly as a backend engineer and architect within many different companies. Prior to that, Atra Azami was studying M.Sc. in Engineering at Kungliga Tekniska Högskolan in Stockholm. Atra succeeds CDON's current CTO Tommy Ivarsson, who will continue working at CDON as the Deputy CTO.

Björn Idrén (CCO) will be responsible for Sales, Data & Analytics. He most recently held the position as CCO and CDO at Fyndiq, where his key responsibilities included cross company analytics and data as well as overall sales. Prior to that, Björn has built data teams and functions at Voi, Klarna and Soundtrack Your Brand. Prior to his career at various successful startups he worked 18 years at Ericsson in various organizations and roles.

Kattis Åström will be responsible for customer experience and customer service and ensure that CDON increases loyalty and provides a great brand experience to our customers. She most recently held the position as CXO at Fyndiq. Prior to that, Kattis worked at Adlibris as their Customer experience strategist, mainly focusing on transformation projects towards a personalized omnichannel customer experience. Kattis has a Master degree in Political science and media communication from Örebro University.



Niklas Öhman (CPO) will be responsible for product development and leading a team of Product Managers and UX Designers. He most recently held the position as CPO at Fyndiq, where his key responsibilities included strategy and execution of product initiatives and owning the product development process. Prior to that, Niklas worked at various companies with product and business development like Amadeus, IGT, and Entraction. Niklas has an education in Computer Science from Stockholm University.

Linda Andersson (CSO) has been CDON's Chief Category Officer (CCaO) and member of the management team since 2021. In her new role as the CSO Linda will be responsible for the two departments Merchant and Category. Prior to 2021, Linda had held several senior management positions at CDON since her start at the company in 2007 - including Head of Marketplace Onboarding and Sales Manager. Linda has studied mathematics and construction at Örebro University.

"CDON is on a journey to take the Marketplace segment in the Nordics to the next level. This will be done by massively increasing the supply with the right products, and creating a best in class customer experience. Given this mission, we definitely have the right set-up with this management, that has more than 40 years of combined marketplace experience.", commented Fredrik Norberg, CEO of CDON.

***For further information, please contact:***

Fredrik Norberg

CEO

E-mail: [fredrik.norberg@fyndiq.com](mailto:fredrik.norberg@fyndiq.com)

Thomas Pehrsson

Deputy CEO & CFO

E-mail: [thomas.pehrsson@cdon.com](mailto:thomas.pehrsson@cdon.com)

**Certified Adviser**

FNCA Sweden AB is the company's Certified Adviser

E-mail: [info@fnca.se](mailto:info@fnca.se)



### **About CDON**

*CDON AB (publ) ("CDON") was founded in 1999 and is now the biggest marketplace in the Nordic region. Customers can choose to buy and compare prices for millions of products at CDON, by far the widest range of all Nordic e-retailers. Over 1,500 merchants use CDON's platform and technology to increase their sales. This gives CDON a wide range of products within, movie, music, computers, games, office supplies, books, toys, consumer electronics, household appliances, sport, outdoor, beauty care, fashion, shoes, computers, and computer products. CDON's shares are listed on Nasdaq First North Growth Market with the abbreviation CDON.*

### **About Fyndiq**

*Fyndiq was launched in 2010 and is operating a marketplace which offers a wide range of bargain products from Swedish and international merchants. Fyndiq has built an effective technical platform that allows merchants to easily get access to a large customer group while Fyndiq takes care of marketing, customer support and payments. Fyndiq's main market is Sweden and it also operates sites in Finland, Norway and Denmark. Fyndiq is headquartered in Stockholm.*

CDON AB (publ)

PO Box 385, SE-201 23, Malmö, Sweden | Visiting address: Södergatan 22, Malmö

Swedish Corporate Reg. No. 556406-1702 | VAT Reg. No.: SE 556406170201 | LEI-code: 5493006F7ZGT71653W96

Corporate Domicile (styrelsens säte): Malmö | Website: [www.cdon.com](http://www.cdon.com) | IR-website: <https://investors.cdon.com>