

15 November 2022 18:40:00 CET  
PRESS RELEASE

# Carl Bandhold appointed Deputy CEO and CFO of Profoto

**Carl Bandhold takes over as deputy CEO and CFO of Profoto. Carl is currently CFO at JM and will take up his new role at Profoto not later than in May, 2023.**

Profoto's Board of Directors has appointed *Carl Bandhold* as deputy CEO and CFO of Profoto. Carl has a master's degree in engineering from Chalmers University of Technology, and an MBA from INSEAD coupled with long experience in the CFO role and a group management member.

His current role is as CFO of JM AB (publ), listed on Nasdaq Large Cap, and has previously been CFO at Permobil.

"We are very happy to have succeeded in attracting *Carl Bandhold* to Profoto", says *Anders Hedebark*, CEO of Profoto. "He has a fantastic competence and experience and that will support Profoto's continued profitable growth and take the company to the next level. I am sure that he will be an excellent deputy CEO and CFO of Profoto, and I look forward to developing our business together with him."

"Profoto has a highly qualified group management", says *Hans Eckerström*, chairman of Profoto. "I am convinced that *Carl Bandhold* will fit in well and be a welcome addition to the roles of both CFO and deputy CEO. Profoto has an exciting journey ahead which began with the IPO on Nasdaq Stockholm, midcap last year. Now we will continue our growth journey as a listed company and then Carl's knowledge and experience is very welcome."

## Contacts

### Amanda Åström

Head of Investor Relations

### Telefon

+46 73 679 34 48

### E-post

[amanda.astrom@profoto.com](mailto:amanda.astrom@profoto.com)

## About Profoto

Profoto was founded more than 50 years ago and has since then been the world leader in lighting products for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image creation – regardless of camera or situation. Creating great images is about mastering and shaping light. End users are professional photographers and commercial customers, such as large consumer-oriented brands and e-commerce companies. Profoto is currently represented in over 60 markets worldwide. Net sales in 2021 totaled SEK 732m with an adjusted EBIT-margin of 32%. As of April 2022, Profoto had 139 employees at the head office in Stockholm and in subsidiaries in the US, Japan, China, Germany, France, the UK and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

*This information is information that Profoto Holding is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-11-15 18:40 CET.*

**Attachments**

[Carl Bandhold appointed Deputy CEO and CFO of Profoto](#)