

# Information on proposed Board members for the annual general meeting in Profoto Holding AB (publ)

## Hans Eckerström

**Born:** 1972

**Elected:** 2018

**Education:** MSc Mechanical Engineering, Chalmers University of Engineering, and MSc Business Administration, University of Gothenburg.

**Other assignments:** Chairman of the Board, Thule Group.

**Previous assignments, selection:** Chief Investment Officer in APAC. Chairman of the Board of Nobia. Board member of Swedbank, Nordstjernen and Cloetta. Partner, shareholder, and employee of Nordic Capital.

**Independent of company:** Yes

**Independent of owners:** Yes

**Holdings in Profoto Holding:** 2,230,508 shares, 500,000 call options<sup>1</sup>

## Anders Hedebark

**Born:** 1964

**Elected:** 2010

**Education:** MSc Electrical engineering, Royal institute of Technology (KTH) and MBA INSEAD.

**Other assignments:** President and CEO of Profoto.

**Independent of company:** No

**Independent of owners:** No

**Holdings in Profoto Holding:** 15,252,321 shares

## Helene Willberg

**Born:** 1967

**Elected:** 2018

**Education:** MSc Accounting and Finance, Stockholm School of Economics.

**Other assignments:** Chairman of the Board of Accru Partners Group AB and AGRD Partners. Board member of Thule Group, Enzymatica AB, SuperOffice AS and Vetopia ApS.

**Previous assignments, selection:** Board member and CEO of Alvarez & Marsal Sweden and KPMG. Board member of Nordic Paper Holding AB, Group Nordic HoldCo AB, Infrea AB, Indecap Holding, and Byggfakta.

**Independent of company:** Yes

**Independent of owners:** Yes

**Holdings in Profoto Holding:** 250,494 shares, 150,000 call options<sup>1</sup>

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<sup>1</sup> Call options issued by Burken Invest AB and Nedergransta Förvaltning AB.

## Magnus Brännström

**Born:** 1966

**Elected:** 2018

**Education:** MSc, Uppsala University.

**Other assignments:** Chairman of the Board of Molimb, Swedes Worldwide and East Office. Board member of Hand in Hand and Swedish Ukrainian Business Action.

**Previous assignments, selection:** Chairman of World Federation of Direct Selling Associations and CEO at Oriflame Holding AB. Board member of the Swedish Estonian Investment Fund and FerroNordic AB.

**Independent of company:** Yes

**Independent of owners:** Yes

**Holdings in Profoto Holding:** 250,494 shares, 125,000 call options<sup>1</sup>

## Pernilla Ekman

**Born:** 1972

**Elected:** 2021

**Education:** MSc Business Administration and Economics, Stockholm University and Executive Management Program, Stockholm School of Economics.

**Other assignments:** Board member of Aarke Holding AB.

**Previous assignments, selection:** Board member of Fractal Gaming Group AB, Chairman of the Board of Stronger, Aarke Holding AB and CEO of Aarke Holding AB and Zound Industries.

**Independent of company:** Yes

**Independent of owners:** Yes

**Holdings in Profoto Holding:** 0 shares, 62,500 call options<sup>1</sup>

## Vegard Sjøraunet

**Born:** 1980

**Elected:** 2026

**Education:** MSc in Accounting and Master of Economics & Business Administration with major in Finance from BI Norwegian School of Management

**Other assignments:** CEO, Partner and Investment Director Aeternum Management AS, managing Aeternum Capital AS

**Previous assignments, selection:** CIO of Odin Fund Management and board member of Elektroimportøren ASA, ITAB Group AB, SkiStar AB and AQ Group AB.

**Independent of company:** Yes

**Independent of owners:** Yes

**Holdings in Profoto Holding:** 2,789,894 shares (Aeternum Capital AS)