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SKISTAR APPOINTS STEFAN SJÖSTRAND AS CEO

The Board of Directors of SkiStar has appointed Stefan Sjöstrand as President and CEO as from 11 June 2020 at the latest.

Stefan currently works at Ingka Centres (IKEA) as Commercial & Digital Manager. For the past 13 years he has worked for IKEA in various positions, including as Commercial Manager for IKEA Group and member of Group Management and the Management Board, CEO of IKEA Canada with approximately 7,000 employees, Deputy CEO of IKEA France with approximately 12,000 employees and Business Area Manager at IKEA of Sweden, IKEA's product development company in Älmhult. Stefan also has experience from various CEO and management roles at Weibulls, OLW, Malaco, Marabou and others. He was born in 1968 and has a DIHM Marketing Economist degree.

- I am very pleased that we recruited Stefan Sjöstrand to be SkiStar's President and CEO. Stefan will contribute his broad experience from various commercial roles. He has a great understanding of consumers, solid experience from working with strong brands and has consistently delivered strong results in his previous roles. Stefan is also known to be an esteemed, articulate, inspiring leader among his employees, which we value highly," says Board Chairman **Eivor Andersson**.

- It is very inspiring to be chosen to lead SkiStar, which is a well-managed company with good historical growth, driven by a strong entrepreneurial spirit and with great future potential. I look forward to working with SkiStar's board, staff and business partners to continue developing the company and creating value for the shareholders," says **Sjöstrand**.

When Stefan Sjöstrand takes over as President and CEO, Anders Örnulf, who has been acting President and CEO since 1 December 2019, will return to his role as the company's CFO.

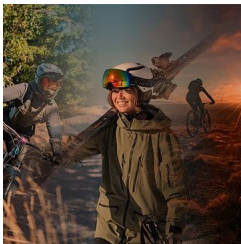
SkiStar AB is obliged to publish this information in accordance with the EU Market Abuse Regulation. The information was provided through the contact persons below for publication on 12 December 2019 at 08:30 CET.

SkiStar in brief:

SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.

Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

Contacts



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