

## **Jakob Söderbaum is appointed new CEO of Caybon**

Caybon has over the last year been faced with challenges in the market and its financial position. Johan Janing took the CEO position after the sudden exit of the former CEO and has led the company in a good way during this time. The Board and Johan have now agreed to take the next step in the company's development and management. The Board has appointed Jakob Söderbaum as new CEO. Jakob has served on the board of Caybon since June 2024.

Jakob's profile is a strong fit for the company with his industry relevant background in addition to his turn-around CEO experience as well as driving sales and business development. Jakob holds a Master of Science in Industrial Engineering from KTH with additional training at Stockholm School of Economics. Jakob's prior experience includes CEO positions within Modern Times Group, COO at Postkodlotteriet, VP at Ongame/bwin, CEO Spray/Passagen, SVP Sales Klarna, CEO WyWallet, CEO BrandFactory Scandinavia and Interim VP/CEO positions at UC/Enento, Nets, Eniro and Nordics Brass Gusum AB. Ongoing assignments include: board member BrandFactory Scandinavia and board member at Nordics Brass Gusum.

Jakob will assume the CEO position as of 4 February and will leave the Board of directors at this time.

Johan Janing will be available to support the company in a transitional period. The Board and owners are very grateful to Johan for his long time service and loyalty to the Company.

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

Eola Änggård Runsten

Chairman of the board

### **Information:**

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