



Press release Stockholm, October 16, 2024

## **New organisation for increased efficiency – cost savings and changes in group management team**

**Dustin introduces a new organisational structure, enabled through the roll-out of the common IT-platform, increasing the pace of implementing the company's strategy. The change is expected to create efficiencies and generate annual savings of SEK 150-200 million, with full effect in the first quarter of 2025/26. Dustin's group management team will change as part of the new organisational structure.**

The new organisation provides the conditions to increase the pace in the implementation of Dustin's strategy, with distinct responsibility for individual sales channels and development of the offering.

The cost of the changed structure is estimated to amount to SEK 70-100 million.

The new organisation is structured around the offering, the sales channels, delivery and support functions. Cecilia Ridal will be a new member of the group management team as COO, she replaces Alexandra Fürst who previously announced that she is leaving the company. In connection with the change, Rebecca Tallmark, EVP SMB, chooses to leave Dustin. Recruitment for the new role as EVP Relation Sales will begin immediately and Johan Karlsson will be acting until the recruitment is concluded.

- With the roll-out of the common IT platform, we can take the next step and implement a new organisation to strengthen our ability to deliver on our strategy and at the same time enable annual savings of SEK 150-200 million. This allows us to strengthen our position in the market, increase our sales online as well as of standardised services and better take advantage of the opportunities that come with a changed market, says Johan Karlsson, President and CEO at Dustin.

Cecilia Ridal is today VP Customer Operations and has been working at Dustin since 2017.

- I would like to welcome Cecilia Ridal as a new member of the group management team, she has shown strong leadership and the ability to drive change and development. At the same time, I would like to thank Rebecca Tallmark, who through her leadership and drive has played a vital role for the development and expansion of our online offering as well as the transformation and integration of our managed services offering, and wish her the best of luck in the future, says Johan Karlsson, President and CEO at Dustin.

The reporting of the SMB and LCP segments remains unchanged.

**From December 1st, Dustin's Group Management Team will consist of:**

Johan Karlsson, CEO & acting EVP Relation sales

Julia Lagerqvist, CFO

Michael Haagen Petersen, EVP Offering & Procurement

Stephanie Forsblom, EVP Online sales

Cecilia Ridal, COO

Jenny Ring, EVP People & Communication

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**About Dustin**

Dustin is a leading online based IT partner in the Nordics and Benelux. We help our customers to stay in the forefront by providing them with the right IT solution for their needs.

We offer approximately 280,000 products with related services to companies, the public sector and private individuals. Sales for the financial year 2022/23 amounted to approximately SEK 23.6 billion and just over 90 per cent of the revenues came from the corporate market.

Dustin has approximately 2,200 employees and has been listed on Nasdaq Stockholm since 2015, with its headquarters in Nacka Strand just outside the centre of Stockholm.