

## Readly announces senior leadership changes

### **Readly International AB (publ) announces the departure of Joakim Johansson, Chief Technology Officer and Joe Armstrong, Chief Operating Officer.**

Joakim Johansson and Readly have come to a mutual agreement that they will part ways. Frederik Blauenfeldt Jeppsson, will step in as interim Chief Technology Officer, until a new permanent CTO has been recruited. Frederik will join the senior leadership team and report to the CEO. He holds a degree from The Faculty of Engineering, LTH and has been a consultant at Netlight Consulting since 2016. Frederik has solid experience from advising management teams, IT architecture, agile leadership, change management and from critical interim management roles.

*– Joakim has played an important role in the development of Readly including building our tech organisation and taking it from a scale-up phase to a structured and high-performing function. As Readly now enters the next phase, focused on accelerating product development and innovation, we both believe it is the right time for a shift, says **Maria Hedengren, Group CEO Readly.***

Furthermore, following his resignation, Joe Armstrong will also be leaving Readly and his role as Chief Operating Officer to pursue a new venture within the M&A advisory sector. The COO role at Readly has primarily been focused on leading the areas of M&A, legal and fundraising. The role will not be replaced, and the responsibilities will be taken over by Readly's CFO Johan Adalberth.

*– I would like to extend my gratitude to Joe Armstrong for his dedicated work during his time at Readly. Joe played a vital part in the IPO process and the acquisition of Toutabo SA. I wish both Joakim and Joe all the best in their future endeavours, says **Maria Hedengren.***

### **Following the above changes, Readly's senior leadership team consist of:**

Mats Brandt, Interim Chief Executive Officer (as of January 31)

Johan Adalberth, Chief Financial Officer

Ranj Begley, Chief Content Officer

Frida Svensson, Chief People Officer

Frederik Blauenfeldt Jeppsson, Interim Chief Technology Officer (as of February 14)

Cecilia von Krusenstierna, Chief Growth Officer  
Tomas Montan, Chief Product Officer

*The information in this press release has been made public through the agency of the contact person set out below at the time specified by Readly's news agency Cision by publication of this press release.*

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