

Press release

Andreas Helmersson appointed as CFO of ITAB

Andreas Helmersson has been appointed as the new CFO of ITAB Shop Concept AB (publ) ("ITAB") with effect from no later than 1 November 2025.

Andreas Helmersson has today been appointed as the new CFO of ITAB after having served as Acting CFO since 11 June 2025. Andreas succeeds the Group's current CFO Ulrika Bergmo Sköld, who has been on sick leave for some time.

"I am pleased that Andreas Helmersson has accepted to take on the role of permanent CFO after a period as Acting CFO. Together with our current CFO Ulrika Bergmo Sköld, Andreas has been one of the architects behind the financial governance and reporting we have developed and the results we have created in recent years. He has both the operational depth and the strategic height and insight required, together with a modern leadership and a development-oriented approach," says Andréas Elgaard, President & CEO of ITAB.

Andreas Helmersson has worked at ITAB since December 2020 as Head of Group Business Controlling. Andreas holds a MSc in Business Administration and has previously worked as a Management Consultant at Strategy& (part of PwC) with acquisitions, due diligence, and various efficiency and development assignments for many leading businesses.

"I would also like to take this opportunity to thank Ulrika Bergmo Sköld for her fantastic contributions during her time as CFO - through the pandemic years, the modernization of ITAB and finally the acquisition of HMY. The Board of Directors, Group management and all employees wish her a good recovery," concludes Andréas Elgaard.

Jönköping, 23 October 2025

ITAB Shop Concept AB (publ)

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This is in all respects a translation of the Swedish original press release. In the event of any discrepancies between this translation and the Swedish original, the latter shall prevail.

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At ITAB Group we help customers turn brand experience into physical reality through our know-how, solutions and eco-system of partners. By co-creating efficient retail solutions that deliver convenient and inspiring consumer experiences, we create value-based outcomes for our customers that help drive measurable results and drive returns and benefits in the short, mid and long-term. The complete offer includes consultative design services, custom-made interiors, solutions for self-service and -checkouts, smart gates and guidance solutions, traditional checkouts, professional lighting systems, and interactive digital solutions for the physical store. ITAB Group has annual sales of approximately SEK 13 billion and approximately 5,400 employees. The ITAB share is listed on Nasdaq Stockholm.