

Stockholm, December 2022

## **Board professional Per Sjödelld becomes the new chairman of fast-growing Equestrian Stockholm**

Equestrian Stockholm, the world's largest equestrian brand on Instagram, with global sales online and via 130 retailers, has recruited Per Sjödelld to the position of chairman of the board. Per Sjödelld succeeds Bertil Ingelsson after his seven years as chairman of the company.

Since its inception in 2015, Equestrian Stockholm has grown strongly and with good profitability. Now the company invests further and increases the pace. In 2022, Equestrian Stockholm was named a gazelle company for the third time by Dagens Industri, a prestigious designation for Sweden's fastest growing profitable company.

"Equestrian Stockholm continues to grow strongly. Germany is still our largest market, but the US continues to show good growth," says Johanna Ingelsson, founder and CEO of the company.

Per Sjödelld has extensive experience in retail, ecom, business development and brand building. He has previously, among other things, been Sweden CEO for Gant and Fiskars as well as marketing director at ICA and global marketing director at H&M. He has also been chairman of the board at Lindex and Lyko. Today, Per serves on several boards and is chairman of the boards of Identity Works, Parfym.se, Husse Group, CIP Executive Search and Arkvision Nordic. Per is also vice chairman of the board of Finnish Posti and board member of Spendrups, Haypp Group, Carismar, Spring Wine & Spirits and Swedavia.

"It will be great fun to work with Equestrian Stockholm and support the company as chairman of the board. Equestrian Stockholm is today a strong brand with good growth in all markets and I look forward to supporting the company and Johanna on their journey towards becoming the world's largest equestrian brand", says Per Sjödelld in a comment.

In January, the Private Equity company Priveq came in as a partner when they acquired 40% of the shares from previous partners in the company. Henrik Westfeldt, partner and investment manager at Priveq, is also pleased that Per Sjödelld is now coming in as chairman of the board.

"Per Sjödelld has extensive experience of working with exciting companies in trade and retail, and we are all very happy to take part in his broad competence as the new chairman of the company. We look forward to continuing to support Equestrian Stockholm on their growth journey through active board work together with Per Sjödelld," says Henrik Westfeldt.

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