

PRESS RELEASE

Hannes Hasselrot new President of NK

Hannes Hasselrot has been appointed as the new President of AB Nordiska Kompaniet. He will also be the Head of Hufvudstaden's NK Business Area, as well as a member of Hufvudstaden's Group Management. Hannes will take office by April 2025 at the latest.

Hannes Hasselrot has long-standing and broad experience from the retail industry, both in Sweden and internationally. He has held executive positions in companies such as Kronans Apotek, Peak Performance, H&M and Nicole Farhi. Over the past few years, Hannes has also been a driving force behind digitisation projects and e-commerce ventures in several companies where he was employed.

Hannes comes most recently from his role as Group Chief Commercial Officer for the Oriola Corporation, a wholesaler of pharmaceuticals and health products in the Nordic countries.

"I am very pleased that Hannes Hasselrot wants to shoulder a key role in NK and Hufvudstaden. His combination of good leadership, lengthy retail experience and expertise in e-commerce makes him the right person to develop NK as a marketplace with a focus on increased profitability," says Anders Nygren, President of Hufvudstaden.

Hannes has previous experience in working in department stores, when he was Department and Project Manager at Liberty in London from 2009 to 2012.

"I began my career as a salesman in shops, and since then I have had roles at all levels in the retail industry. It will be exciting to continue developing one of Sweden's strongest brands, with two stores and an expanding e-commerce business, alongside my new colleagues at NK," says Hannes Hasselrot, the incoming President of AB Nordiska Kompaniet.

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