



Press release

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Actic Group recruits Sofia Brandberg as new CMO

Actic Group has recruited Sofia Brandberg as new Chief Marketing Officer. Sofia comes from a position as Marketing Director at Delicato, and has previously been Senior Brand Manager at Danone Nordic and management consultant at Bearing Point. Sofia will take up her new position in September 2019.

“We are very pleased to be able to recruit Sofia Brandberg as new Chief Marketing Officer after a broad process. Her experience of leadership as well as driving business-oriented change in combination with data-driven marketing will be important factors in strengthening our customer relations and building Actic's brand in training and health”, says Anders Carlbark, CEO of Actic Group.

Sofia Brandberg, 35, comes from a position as Marketing Director at Delicato, and has previously been Brand Manager at Danone Nordic and management consultant at Bearing Point. Sofia also has a background as spinning instructor.

“To be a part of Actic's growth journey where brand and customer experience is in focus feels incredibly exciting. The combination of a strategic and operational adjustment process, where data and analysis, but also a feeling can lead the way, is something I look forward to. The fact that I am also passionate about training and a future industry like this one makes it even more enjoyable”, says Sofia Brandberg, appointed Chief Marketing Officer of Actic Group.

Sofia will take up her new position in September 2019.

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About Actic

Actic (formerly Nautilus Gym) was founded in 1981 and launched the Gym & Swim club concept. The company began its international expansion in 1995 and as per 31 March 2019, Actic had 180 facilities and over 228,000 members in four countries. Actic's main markets are Sweden and Norway as well as Germany. Actic offers a well-established exercise method known as high-intensity training (HIT) and offers its members personal training programmes including follow-up sessions with trained instructors. Together with swimming, this forms the core of Actic's offering and differentiates us in the market. Actic's vision is to create a healthier society by attracting a broad target group and thereby expanding the market. The facilities engage in the local community to contribute to a healthier society. Actic, which has its head office in Solna, Stockholm, has approximately 800 full-time equivalent employees and had net sales of SEK 941 million in 2018. Actic is led by its President and CEO Anders Carlbark.