

# Governance Structure

Storytel AB (publ) is a public limited liability Swedish company with CIN 556575-2960 whose Class B shares are listed on Nasdaq First North Growth Market. The company has its registered office and head office in Stockholm.

The company's corporate governance is based on external governance instruments, such as the Swedish Companies Act, the Swedish Annual Accounts Act, and Nasdaq Stockholm's rules for issuers, and internal governance instruments, such as the Articles of Association, instructions, policies and guidelines. During the year, Storytel has applied Nasdaq Stockholm's rules for issuers and generally accepted practices on the stock market.

## Share and shareholders

The Class B shares of Storytel AB (publ) were admitted on 25 August 2015 to trading on Spotlight Stock Market via a reverse acquisition of Massolit Media AB and have been traded since 5 December 2018 on Nasdaq First North Growth Market. On 31 December 2020, there were 62,545,035 shares, of which 62,544,400 Class B shares and 635 Class A shares. Each Class B share corresponds to one vote, while each Class A share corresponds to ten votes, but all shares carry an equal right to the company's assets and profits. Roxette Photo NV was Storytel's largest shareholder on 31 December 2020, holding 14.0 per cent of the votes and share capital in the company. The company's five largest shareholders are shown in the Owner Structure table on page 18.

## General Meeting of Shareholders

The general meeting of shareholders is Storytel's highest decision-making body. All shareholders have the oppor-

tunity at the general meeting and to influence the company by exercising their voting rights relative to their shareholdings. The Swedish Companies Act and the Articles of Association include the rules that govern the Annual General Meeting (AGM). Storytel's financial year runs from 1 January to 31 December. The AGM must be held within six months of the end of the financial year. The date and location of the AGM is communicated no later than in conjunction with the Q3 interim report on the company's website. Notice of the AGM must be given no more than six weeks and no fewer than four weeks prior to the meeting through an announcement in Post- och Inrikes Tidningar (Swedish Official Gazette) and on the company's website. Issuance of the notice shall be announced in Dagens Nyheter. Shareholders have the right to request that a matter be addressed by the AGM; such requests must be submitted in writing to the Board of Directors. The matter will be addressed by the AGM if it has been received by the Board no later than seven weeks prior to the AGM. Pursuant to Chapter 7, section 32 of the Swedish Companies Act, all shareholders are entitled to ask the company about matters addressed during the AGM and about the financial situation of the company and the Group.

## Annual General Meeting 2020

The most recent AGM was held on 6 May 2020 in Stockholm. Owners corresponding to 52.2 per cent of the shares and votes in the company were present at the Meeting. The company's auditor, the chair of the Nomination Committee and the company's CFO were also present at the Meeting. Due to the COVID-19 pandemic, the CEO did not participate in the AGM. The AGM was held physically, but with very few participants. It was recorded and is available in its entirety on the company's website. The AGM resolved in accordance with each of the Board's proposals regarding



- Adoption of the balance sheet and income statement.
- No dividend to shareholders.
- Release from liability for the Board members and the CEO.
- That the Board of Directors shall consist of seven members without deputies. The AGM also resolved that the company shall have a registered public accounting firm as its auditor.
- In accordance with the Nomination Committee's proposal, to re-elect Rustan Panday, Jonas Tellander, Jonas Sjögren, Helen Fasth Gillstedt and Nils Janse to the Board of Directors. To elect Stefan Blom and Malin Holmberg to the Board. Eva Swartz Grimaldi and Morten Strunge declined re-election. To re-elect Rustan Panday as the chair of the Board.
- To re-elect Ernst & Young Aktiebolag as the company's auditor. Ernst & Young Aktiebolag has announced that authorised public accountant Beata Lihammar will be the auditor-in-charge.
- In accordance with the proposal of the Nomination Committee, that the fees to the Board members shall amount to SEK 1,860,000, including fees for work on committees (SEK 1,860,000 the previous year), and the following amounts shall be paid to the members of the Board and established committees:
  - SEK 200,000 (SEK 200,000) to each Board member not employed by the company (Jonas Sjögren, Nils Janse, Helen Fasth Gillstedt, Stefan Blom and Malin Holmberg) and SEK 600,000 (SEK 600,000) to the Chair of the Board, and
  - SEK 30,000 (SEK 0) to each of the members of the Audit Committee not employed by the company and SEK 200,000 (SEK 200,000) to the chair of the committee who is not employed by the company
- To adopt principles for the composition of the Nomination Committee in accordance with the proposal of the Nomination Committee (unchanged from last year)
- To authorise the Board of Directors, up through the next Annual General Meeting, with or without deviation from shareholders' preferential rights, on one or several

occasions, to decide on a new issue of shares or issue of warrants and/or convertibles of a maximum of ten per cent of the Company's share capital.

- To establish an employee warrant programme, a warrant programme for senior management and key staff, and a warrant programme for some Board members.

### Annual General Meeting 2021

AGM 2021 will be held on Wednesday, 4 May 2021, in Stockholm, Sweden. The date of the AGM was made available in conjunction with the presentation of the Q3 interim report. However, the date was changed, and this change was communicated on the company's website and in the year-end report. The notice is planned to be sent on 1 April. For more information, please visit [www.investors.storytel.com](http://www.investors.storytel.com)

### NOMINATION COMMITTEE<sup>1</sup>

#### Work of the Nomination Committee

Ahead of the AGM, the Nomination Committee is tasked with putting forth proposals for the election of Board members and the Chair of the Board, fees to the Board, any remuneration for committee work, the election of the Chair of the AGM and the auditor, auditor's fees and the rules for the Nomination Committee. The Chair of the Board of Directors presents to the Nomination Committee an annual evaluation of the work of the Board during the year, and this evaluation, together with the company-specific requirements at Storytel, serves as a basis for the Nomination Committee's work. The Nomination Committee's proposals for Board members, fees to the Board and auditors are presented in the notice of meeting and at <https://investors.storytel.com>.

#### Composition of the Nomination Committee

The Nomination Committee shall be composed of four members, of which three are appointed by the company's three largest shareholders in terms of voting rights and the fourth is the Chair of the Board. Unless otherwise agreed between the members, the member that is appointed by the largest shareholder will be the Chair of the Nomination Committee. A Board member shall never be the Chair of the Nomination Committee.

#### Meetings of the Nomination Committee

The Nomination Committee held three minuted meetings prior to AGM 2021. No fees were paid for the work of the Nomination Committee.

### Nomination Committee ahead of AGM 2021

Members	Appointed by	Independent in relation to the company's largest owners	Share of votes 201231
Lars Bergqvist, Chair	Roxette Photo NV	No	14,0%
Jonas Tellander	Jonas Tellander	Yes	12,6%
Oscar Karlsson	Handelsbanken Fonder	Yes	9,2%
Rustan Panday		Yes	3,3%

\* The voting share of Jonas Tellander includes Annamaria Tellander's votes of 4.8% as at 2020-12-31

### BOARD OF DIRECTORS<sup>2</sup>

#### Work of the Board

The Board's primary assignment is to protect the interests of the company and the shareholders, appoint the CEO and be responsible for ensuring that the company complies with applicable laws and its Articles of Association. The Board of Directors is also responsible for ensuring that the Group has an appropriate structure so the Board can optimally exercise its owner responsibility over the Group, including subsidiaries, and that the bookkeeping, administration, and financial circumstances of the company can otherwise be controlled in a satisfactory manner. The Board shall meet the company's auditor at least once a year without the presence of company management and evaluate the work of the CEO on an ongoing basis and at least once a year.

#### Composition of the Board of Directors

Storytel's Board, in accordance with the Articles of Association, shall be composed of at least three and no more than eight members elected by the AGM. The members are elected annually at the AGM for the period extending up to the next AGM. The AGM held on 06 May 2020 resolved that the Board shall consist of seven elected members. Rustan Panday (Chair), Jonas Tellander, Helen Fasth Gillstedt, Jonas Sjögren, Nils Janse, Stefan Blom and Malin Holmberg were elected to the Board for the period from the AGM on 6 May 2020 until the end of the next AGM on 4 May 2021. The elected members' average age at the end of the year was 49.9, and two of the seven are women. For information about the Board members' assignments outside the Group and the holdings of shares in Storytel, see pages 28-31 and [investors.storytel.com](http://investors.storytel.com).

#### Diversity policy

Storytel, through its Nomination Committee, strives to achieve diversity through its proposals for the election of Board members. This rule entails that the composition of

the Board must be appropriate given the company's business, stage of development, and other circumstances and be characterised by diversity and breadth with regard to the elected members' competence, experience and background.

The objective should be an even gender distribution. The objective of the diversity policy is to acknowledge the importance of sufficient diversity in the Board in terms of gender, age, and nationality as well as experiences, professional background and business areas.

#### Independence of the Board

Of the Board's seven members, five are independent in relation to the company and Group management and six are independent in relation to the company's major shareholders.

#### The Board's procedures and policies

The Board reviews and adopts rules of procedure on an annual basis for its own work and for the work of the Board's Audit Committee. The Board also establishes the procedures for the CEO. These procedures govern, for example, the distribution of work between the Board, Chair of the Board, CEO and auditor, the quorum, issues of bias, the work of the committee, internal and external reporting, procedures for the notice of meeting, meetings and the minutes. Furthermore, the Board has issued and adopted a Code of Conduct and policies for the work environment, sustainability, information security, insider information, communication, risk and compliance, and finance.

#### Evaluation of the work of the Board

The work of the Board is evaluated on an annual basis with the aim of developing the Board's working methods and efficiency. The Chair of the Board is responsible for the evaluation as a whole and for presenting it to the Nomination

Committee. The intention of the evaluation is to gather feedback from Board members on how the work of the Board is performed and any measures that could be taken to improve the efficiency of the Board's work and whether the Board is well-balanced in terms of competence. This evaluation is an important basis for the Nomination Committee ahead of the AGM. In 2020, Shahab Sayardoust, Omino, prepared an external Board evaluation. All Board members were interviewed and assessed the Board and its work. Select members of the management team were also interviewed to offer their view of the Board's work. The results of the survey were reported to and discussed by the Board and the Nomination Committee.

### Board meetings

In 2020, the Board held 32 meetings, of which seven were per capsulam and one was statutory. The CEO, the CFO and the Chief Legal Counsel, who is also the secretary of the Board, attend Board meetings. Other employees participate as needed to report on specific matters.

### Chair of the Board

The Chair of the Board is elected by the AGM, and the AGM on 06 May 2020 elected Rustan Panday to the position. The Chair of the Board shall lead the Board's work and monitor that the Board discharges its duties. The Chair is responsible in particular for ensuring that the work of the Board is well-organized, effective and in line with the development of the business. The Chair of the Board monitors that the Board's decisions are executed effectively and is responsible for evaluating the work of the Board on an annual basis and informing the Nomination Committee about the results of the evaluation.

## BOARD COMMITTEES

### Audit Committee

The members of the Audit Committee are appointed by the Board, and these members then appoint the Chair. At least one of the members shall have auditing or accounting experience. The company's CEO, CFO, other employees or auditor may be invited to participate in the Committee's meetings. The Board's Audit Committee in 2020 was composed of members Helen Fasth Gillstedt (Chair), Jonas Sjögren, and Rustan Panday. The Audit Committee is responsible for ensuring the quality of the financial reporting and the effectiveness of the internal control and risk management regarding financial statements. In brief, the Audit Committee, without affecting the Board's responsibilities and tasks in general, shall meet regularly with the company's auditors to learn about the audit's focus and scope. The Audit Committee shall convene at least five times per financial year. The Audit Committee's meetings

shall be minuted. The Audit Committee shall inform the Board about the matters it has handled. The Committee, which was established in conjunction with the AGM, held four meetings in 2020.

### Remuneration Committee

The members of the Remuneration Committee are appointed by the Board, and these members then appoint the Chair. The company's CEO, CFO, HR manager, other employees or auditor may be invited to participate in the Committee's meetings. At the time of the publication of Annual Report 2020, the Remuneration Committee had not yet been formalised. This will occur after the AMG on 4 May 2021. However, the work of the Committee has begun informally, and the Remuneration Committee will consist of Malin Holmberg (Chair), Helen Fasth Gillstedt, and Rustan Panday.

The tasks of the Committee include preparing the Board's decisions on proposals for guidelines on remuneration to senior management. The Remuneration Committee shall also prepare guidelines for remuneration structures and metrics for all or parts of the company, such as performance-based remuneration and incentive programmes, and ensure application of the remuneration levels in the company. The Committee has also been tasked with reviewing succession planning, employee satisfaction, and leadership development. The decisions regarding remuneration shall be managed in a well-defined process that ensures no individual is involved in decisions regarding their own remuneration. The Board decides on the CEO's total remuneration package based on the recommendation of the Remuneration Committee. The remuneration package for other members of the management team or key staff in management positions is approved by the Remuneration Committee following recommendations by the CEO.

The Remuneration Committee shall meet at least four times each financial year. Minutes shall be recorded at the meetings of the Remuneration Committee. The Remuneration Committee shall inform the Board about the matters it has handled during the year.

## CEO AND GROUP MANAGEMENT

The CEO is appointed by the Board and leads the operations in accordance with the procedures adopted by the Board. The CEO is also responsible for the ongoing administration of the company's and the Group's operations in accordance with the Swedish Companies Act. Furthermore, the CEO decides with the Chair of the Board the agenda for the Board meetings. The Board evaluates the CEO's duties and work on an ongoing basis. The CEO is responsible

for both ensuring that the Board receives the information it requires and presenting and proposing at the Board meetings the matters prepared by the company management. The CEO keeps the Board and the Chair of the Board informed about the company's and the Group's financial position and performance.

Jonas Tellander has been the President and CEO of Storytel since it was founded. As at 31 December 2020, Group management consisted of the CEO, four department managers, the Chief Commercial Officer, the Chief Financial Officer, the Chief Publishing Officer, and the Chief Development Officer. For information about the CEO and other members of Group management, see pages 32-35. Group management holds regular management meetings, and in 2020 the meetings were held weekly. These meetings focus on the Group's strategic and operational development and follow up on the Group's performance.

## REVISOR<sup>3</sup>

The auditor is appointed by the AGM to audit the company's annual accounts and bookkeeping and the administration of the Board and the CEO. The auditors report to the owners at the AGM through the auditor's report. The AGM held on 06 May 2020 re-elected the registered public accounting firm Ernst & Young Aktiebolag as the company's auditor. Ernst & Young Aktiebolag has announced that authorised public accountant Beata Lihammar will be the auditor-in-charge.

## FINANCIAL REPORTING

The Board of Directors is responsible for ensuring that the company's organisation is designed such that its financial situation can be controlled in a satisfactory manner and that financial statements such as interim reports and year-end reports for the market are designed in accordance with laws, applicable accounting standards and other requirements for MTF-listed companies. The Board of Directors shall monitor the financial performance, safeguard the quality of the financial reporting and internal control, and regularly follow up on and evaluate the operations. The Audit Committee is responsible for the preparation of the Board's work to ensure the quality of the company's financial reporting. However, the Audit Committee does not address only the Group's financial statements and more significant accounting issues but also issues regarding internal control, compliance, significant uncertainty in carrying amounts, events after the balance sheet date, changes in estimates and assessments and other circumstances that affect the quality of the financial statements. The President/CEO shall ensure that the bookkeeping of

the Group's companies is conducted in accordance with applicable law and that the administration is managed in a satisfactory manner. The accounts are prepared for the Group every quarter and submitted to the Board and Group management. An income statement, a balance sheet and an investment budget are prepared for each financial year and are adopted at a regular Board meeting no later than in December. External financial information is provided regularly in the form of

- Interim reports
- Annual report
- Press releases with key announcements that are judged to potentially have an impact on the share price
- Presentations for financial analysts, investors, and the media the same day as the year-end report and interim reports are published and on Capital Markets Day
- Meetings with financial analysts and investors

## Internal control of financial reporting

The overall aim of internal control of financial reporting is to reasonably ensure with reasonable assurance that the internal and external reporting is reliable. The internal control shall also ensure that the operations are conducted in accordance with applicable laws and regulations and comply with requirements on listed companies and specifically Nasdaq First North Growth Market, where Storytel's share is listed. An internal control network has been established within Storytel and has been continuously developed in recent years with the aim of supporting the organisation and the systems and processes that contribute to maintaining control in these respects.

Storytel's internal control framework is based on COSO, which has been issued by the Committee of Sponsoring Organizations of the Treadway Commission. This framework rests on five components: control environment, risk assessment, control activities, information and communication, and follow-up.

## Control environment

The control environment for financial reporting is assured through various governance documents, such as policies, manuals and instructions. The Board has also established an audit committee to assist the Board with relevant pol-

icies, manuals, and significant accounting principles applied by the Group.

Responsibility and authorisation are defined in instructions for attest rights, manuals, policies, procedures and codes. Examples include Storytel's code of conduct for the workplace, information security policy, and finance manual. These internal guidelines together with laws and other external regulations constitute the so-called control environment, and every employee must follow them.

**Risk assessment**

The risk assessment includes identifying risks that could arise if the fundamental requirements on financial reporting (completeness, accuracy, measurement, and reporting) are not met in the Group.

Risks in conjunction with financial reporting are primarily related to errors in the accounts related to measuring assets and liabilities, revenue recognition, and costs.

The overarching risk assessments at Group level are an integrated part of the ongoing reporting to Group management and the Board and serve as a basis for the assessment of risks of errors in the financial reporting.

**Control activities**

Control activities aim to prevent and identify at an early stage significant errors in the financial reporting in order for them to be managed and rectified. Control activities are present at both overarching and more detailed levels within the Group and are both manual and automated. Procedures and activities have been designed to manage and rectify significant risks related to the financial reporting and that have been identified in the risk analysis. Depending on the nature and location of the control activity, corrective mea-

asures, implementation, documentation, and quality assurance occurs at the Group, subsidiary or process level.

In the past year, an onsite visit programme has been rolled out with the aim of evaluating subsidiaries' processes and control structures. This has led to a more systematic method of working to identify financial risks, risks in the financial reporting, and documentation of controls for how such risks are prevented and identified. The controls will be further adapted in 2021 to each legal entity's working processes and system structure with the aim of enabling self-assessment.

**Information and communication**

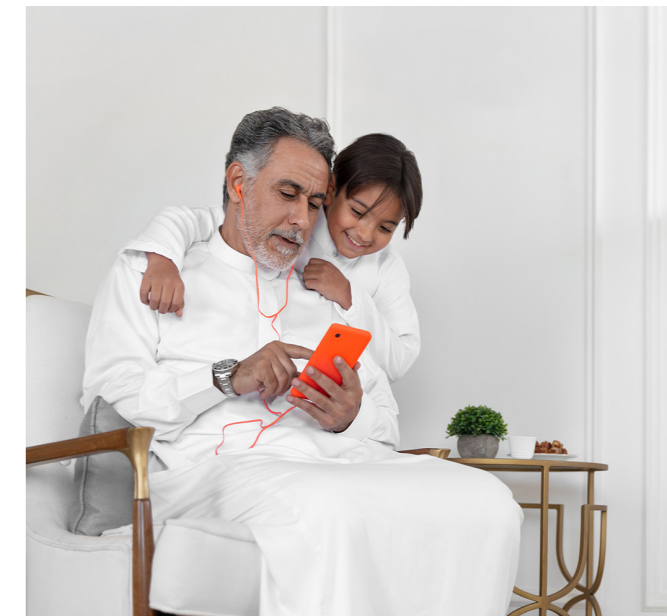
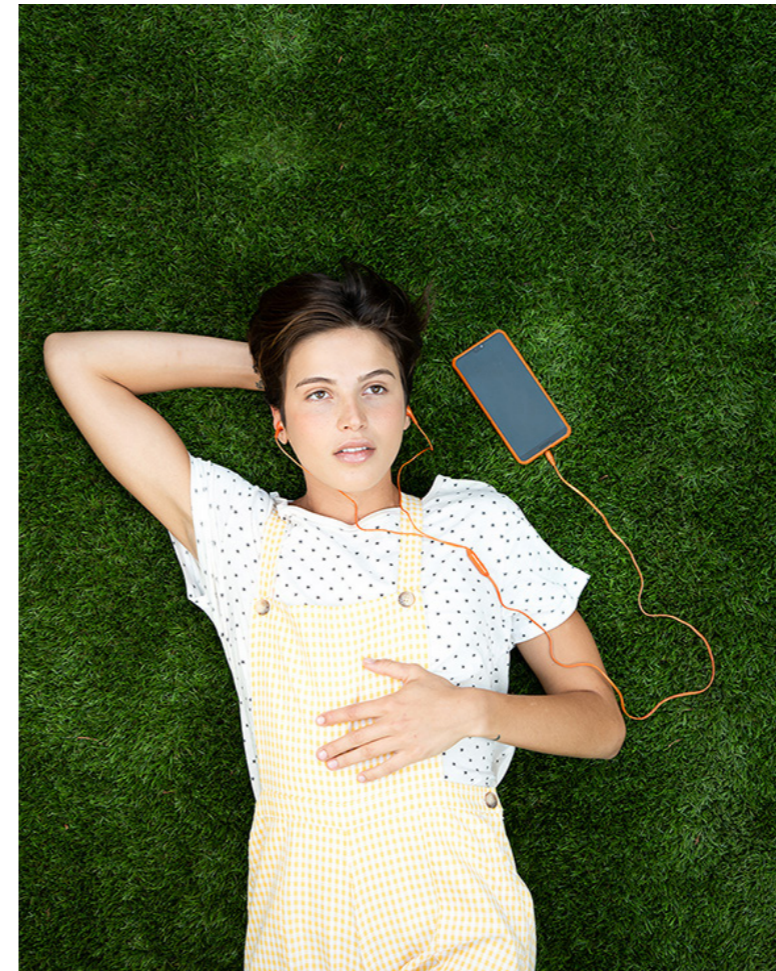
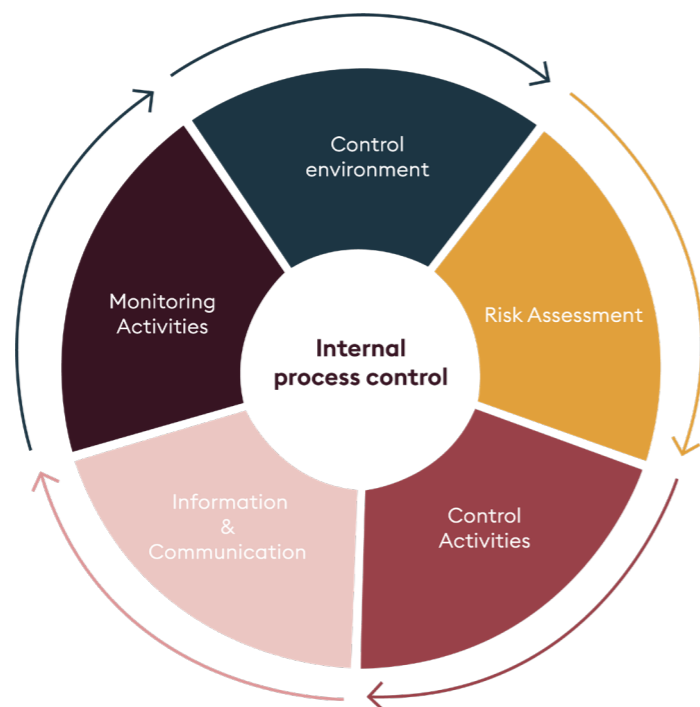
Storytel has well-established information and communication procedures to ensure that its financial reporting is complete and accurate. Storytel regularly communicates updates to its finance manual and related instructions to affected parties.

Another important communication channel is the company's whistleblower function, where accounting and internal control infringements can be reported.

**Follow-up**

The Board's follow-up of the internal control for financial reporting occurs primarily through the Audit Committee. Storytel's process for internal control also includes systematic follow-up of risk analyses and control activities.

The follow-up of internal control also occurs as part of the statutory external audit. The Audit Committee follows up on the financial accounting and receives reports from both the person at Storytel responsible for the internal control and the external auditors.



# Board of Directors, and Management Team

## Board of Directors

Name	Position	Board member since	Independent in relation to: The Company and executive management	Independent in relation to: Major shareholders
Rustan Panday	Chair of the board	2015	No	Yes
Jonas Tellander	Board member and CEO	2015	No	Yes
Nils Janse	Board member	2015	Yes	Yes
Jonas Sjögren	Board member	2015	Yes	No
Malin Holmberg	Board member	2020	Yes	Yes
Stefan Blom	Board member	2020	Yes	Yes
Helen Fasth Gillstedt	Board member	2019	Yes	Yes

## Rustan Panday

Chair of the Board since 2015; elected as a Board member of Storytel Sweden AB in 2011.

Year of birth:  
1969

Education/background:  
Rustan Panday has a broad experience and has worked within the media sector for more than 20 years. He is an entrepreneur and founder of Mediaplanet AB, a media company with operations in 18 countries.

Independent in relation to the company and management:  
No

Independent in relation to major shareholders:  
Yes

Other significant board assignments:  
Chair of the board Never Eat Alone Invest II. Board member Never Eat Alone Invest I. Board member Brf Harpan 38. Advisory Board UNHCR Sverige. Board member in Norstedts Förlagsgrupp AB.

Holdings in the company:  
Rustan holds 2,027,908 class B shares in the Company

Warrants:  
-



## Jonas Tellander

Founder of Storytel, board member and CEO since 2015 and has been a board member since 2006 and CEO since 2005 in Storytel Sweden AB

Year of birth:  
1970

Education/background:  
Jonas is the founder and CEO of Storytel. He holds a MSc in Chemical Engineering from Lund University and an MBA from INSEAD. He has previously worked as Head of global licensing at Roche.

Independent in relation to the company and management:  
No

Independent in relation to major shareholders:  
Yes

Holdings in the company:  
Jonas holds 4,900,000 class B shares in the Company.

Employee stock options:  
12,809

Warrants:  
25,000





## Helen Fasth Gillstedt

Board member since 2019. Chair of the Audit Committee.

**Year of birth:**  
1962

**Education/background:**  
MSc in International Business and Finance & Control from the Stockholm School of Economics. Studies in Sustainable Societal Development, at Stockholm Resilience Center/Stockholm University. She was previously a board member of amongst others Humana AB, AcadeMedia AB, Lindorf AS, NAI Svefa AB, Intrum AB, Swedesurvey AB, Precise Biometrics AB and Technology Nexus AB. She has also been Vice President in different areas, in the SAS Group and within the Statoil Group A/S.

**Independent in relation to the company and management:** Yes

**Independent in relation to major shareholders:** Yes

**Other significant board assignments:**  
Member of the board and chair of the audit committee in Munters AB, Powercell AB and Samhall AB. Member of the board and member of the remuneration committee in Handelsbanken Fonder AB and their representative in several nomination committees.

**Holdings in the company:**  
Helen holds 3,000 class B shares in the Company.

**Warrants:**  
10,000



## Stefan Blom

Board member since 2020

**Born:**  
1972

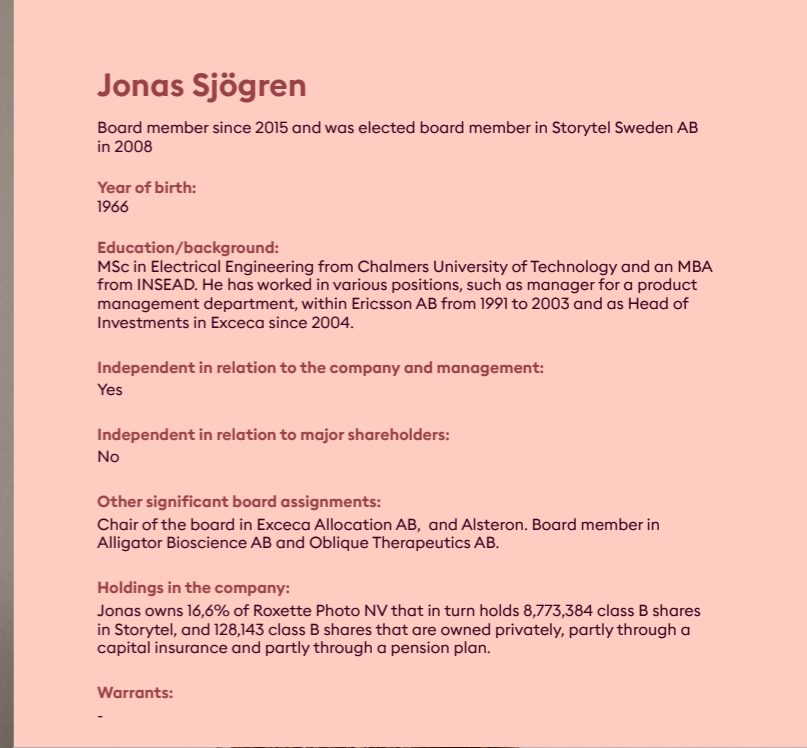
**Education/Background:**  
Stefan has an education from the Royal Institute of Technology. He has 20 years worth of global experience, notably as it relates to scaling and transformational changes to strategy and business models, from the various executive positions in the entertainment and tech industries. Stefan comes with background as Spotify's Chief Strategy Officer and Chief Content Officer and prior to that he held multiple international positions at EMI Group and Hutchison Telecom/3. In addition to the above, Stefan is an active investor, advisor and board member in the cross lands of technology, media and internet.

**Independent in relation to the company and management:** Yes

**Independent in relation to major shareholders:** Yes

**Holdings in the company:**  
Stefan holds 1,258 class B shares in the Company.

**Warrants:**  
35,000



## Jonas Sjögren

Board member since 2015 and was elected board member in Storytel Sweden AB in 2008

**Year of birth:**  
1966

**Education/background:**  
MSc in Electrical Engineering from Chalmers University of Technology and an MBA from INSEAD. He has worked in various positions, such as manager for a product management department, within Ericsson AB from 1991 to 2003 and as Head of Investments in Exceca since 2004.

**Independent in relation to the company and management:** Yes

**Independent in relation to major shareholders:** No

**Other significant board assignments:**  
Chair of the board in Exceca Allocation AB, and Alsteron. Board member in Alligator Bioscience AB and Oblique Therapeutics AB.

**Holdings in the company:**  
Jonas owns 16,6% of Roxette Photo NV that in turn holds 8,773,384 class B shares in Storytel, and 128,143 class B shares that are owned privately, partly through a capital insurance and partly through a pension plan.

**Warrants:**  
-



## Malin Holmberg

Board member since 2020

**Born:**  
1971

**Education/Background:**  
MBA from INSEAD and MSc in Economics and International Business from Stockholm School of Economics. Malin brings over 20 years' experience from international leadership roles focused on strategic transformation and global scaling, as well as investments within subscription based businesses and B2B SaaS. Main positions are Partner at the European venture capital firm Target Global in London, Executive Team member at Tele2 with roles such as CEO Tele2 Netherlands and MD Central Europe. Her earlier career experience spans corporate strategy/M&A with Vodafone and management consulting with Marakon, both in London. Malin is also an investor and advisor in scale ups, particularly within Technology and B2B SaaS. She was previously a board member of amongst others Ramirent plc.

**Independent in relation to the company and management:** Yes

**Independent in relation to major shareholders:** Yes

**Holdings in the company:**  
Malin holds 1,200 class B shares in the Company.

**Warrants:**  
25,000



## Nils Janse

Board member since 2015; elected Board member of Storytel Sweden AB in 2013.

**Year of birth:**  
1981

**Education/background:**  
MSc in Industrial Engineering and Management from KTH Royal Institute of Technology in Stockholm. Nils has experience from working as an Engagement Manager at the consulting firm McKinsey & Company. He is the CEO and founder of Delibr.

**Independent in relation to the company and management:** Yes

**Independent in relation to major shareholders:** Yes

**Other significant board assignments:**  
Board member in Delibr AB.

**Holdings in the company:**  
Nils holds 41,374 class B shares in the Company

**Warrants:**  
-



# Manage

# ment





## Jonas Tellander

Founder of Storytel, board member and CEO since 2015 and has been a board member since 2006 and CEO since 2005 in Storytel Sweden AB.

**Born:**  
1970

**Education/background:**  
Jonas is the founder and CEO of Storytel. He holds a MSc in Chemical Engineering from Lund University and an MBA from INSEAD. He has previously worked as Head of global licensing at Roche.

**Holdings in the company:**  
Jonas holds 4,900,000 class B shares in the Company.

**Employee stock options:**  
12,809

**Warrants:**  
25,000



## Ingrid Bojner

Chief Commercial Officer (CCO) since 2018.

**Born:**  
1973

**Education/background:**  
Master of Science in Business Administration from the Stockholm School of Economics and studies at the MBA program at UCLA. Ingrid has 12 years of experience from working at McKinsey & Company and left in 2010 as a Local Partner. She has also been Vice President and Head of Sales at TeliaSonera, Deputy CEO and CMO at the SSE ExEd and run her own company Dirgni Development.

**Holdings in the Company:**  
Ingrid Bojner holds 25,500 class B shares in the Company.

**Employee stock options:**  
9,871

**Warrants:**  
25,000

## Jörgen Gullbrandson

Chief Development Officer since January 2021.

**Born:**  
1972

**Education/background:**  
Jörgen has a Master of Science in Business Administration from the School of Business, Economics and Law at the University of Gothenburg. He has been working in leading positions for the past 20 years, typically as CFO but also as CEO, COO and MD in companies such as Ready, Universum, Glocalnet BBDO, Boxman and Beiersdorf. Other assignments: CEO and chair of Schicksal AB.

**Holdings in the Company:**  
Jörgen Gulbrandson holds 4,000 B shares in the Company.

**Employee stock options:**  
-

**Warrants:**  
-



## Sofie Zettergren

Chief Financial Officer since 2013.

**Born:**  
1986

**Education/background:**  
MSc in Economics from Uppsala University and studies at Singapore Management University. Before joining Storytel, she worked with auditing at Ernst & Young.

**Holdings in the Company:**  
Sofie Zettergren holds 18,020 class B shares in the Company.

**Employee stock options:**  
7,685

**Warrants:**  
15,000



## Helena Gustafsson

Chief Content Strategy Officer since 2020.

**Born:**  
1973

**Education/background:**  
Bachelor of Arts, Literature. Joined the company in 2013 as CEO of StorySide, after Storytel's acquisition of the audiobook publisher. In addition to her role as Chief Content Strategy Officer, Helena is the CEO of Storyside. She has previously had several key roles at Storytel such as Head of Global Publishing.

**Holdings in the Company:**  
Helena Gustavsson holds 18,258 B shares in the Company.

**Employee stock options:**  
4,939

**Warrants:**  
-

