



EUROPEAN FOOTBALL POOL
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MEMBER INFORMATION

January 9, 2008

Meta Persdotter appointed new CEO of Svenska Spel

Meta Persdotter has been appointed as the new CEO of Svenska Spel. She takes up her position on 1 February. Ms. Persdotter joins the company from Duka AB, where she has been CEO for the last two years. DUKA is one of the largest retailer chains of home décor, designed glass and home furniture in northern Europe. Before that her positions included Sales and Marketing Manager at Stadium and ten years working for IKEA, in her final years as manager of the store at Kungens kurva, Stockholm.

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“Svenska Spel is the leading player in a market that is facing both changes and challenges. It feels incredibly inspiring to be given the task of leading one of the world’s most prominent gaming companies into a very exciting future,” says Meta Persdotter.

“We’re very pleased to be able to present Meta Persdotter as Svenska Spel’s new CEO. She has an excellent background in commerce and broad experience of developing both organisations and individuals, as well as customer service and various consumer-oriented business operations. These experiences, combined with excellent personal leadership qualities, will be extremely valuable to Svenska Spel,” says Margareta Winberg, Chair of Svenska Spel.

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Meta Persdotter, newly appointed CEO of Svenska Spel:



“This feels amazingly exciting and inspiring. Svenska Spel is a very strong brand with a presence in Swedish society that few other companies can match. This is a position that we must be proud of, at the same time making sure that we improve it as best we can.

“Svenska Spel’s large number of well-known, popular products, combined with a leading position in the market as regards responsible gaming and a very strong association with sport, gives the company unique conditions for building up an operation in the long term that is credible, popular and in demand from both customers and other interested parties in society.

“I want Svenska Spel to continue to represent a healthy balance between exciting, entertaining games and measures to prevent various kinds of gaming-related problems. We must also be equipped at all times to develop and improve our product range and our operations, so that we meet the demands that our customers and a changing world place on a company of Svenska Spel’s calibre.

“I’m really looking forward to getting to grips with this task together with all of our employees,” says Meta Persdotter.

Meta Persdotter in brief:

Age: 44

Family: Partner and two children, 11 and 13 years old.

Home: Bromma, and soon Visby. Cottage in Oviksfjällen in Jämtland.

Currently: Newly appointed CEO of Svenska Spel. First day at work will be 2 February.

Meta on good leadership: It's when everyone shares the same objectives, works on the basis of the same values. When all managers in an organisation create a climate of development and enjoyment.

Likes: Life here and now. Try to take one day at a time and enjoy both small and large events.

Previous positions: Duka AB, CEO, 2007-2009; Stadium Norden, Sales and Marketing Manager, 2006-2007; IKEA, 1995-2005, including Store Manager of IKEA Kungens kurva, Stockholm.

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Source:



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