

BRANDON

Gothenburg, April 19, 2021

Brandon is delighted to announce the appointment of Amanda Wyatt as CEO, effective immediately.

Magnus Sandebert, who has served as interim CEO since last September, returns to his former role as CFO.

‘The board undertook a comprehensive review of management structures as part of a rigorous process to identify a new CEO,’ Magnus said. ‘And it quickly became apparent that the most compelling candidate was already established within our organisation.’

‘Amanda is the best person to lead this company moving forward.’

‘She has an intimate knowledge and understanding of our story, our people and our clients. She already has strong relationships with our employees and corporate partners. She is an inspiring leader.’

Amanda joined Brandon in 2013 and has been instrumental in maintaining Brandon’s existing client base while winning new contracts, accelerating strategic actions and ensuring sustainable growth.

‘This is an incredible opportunity for me,’ she said in a statement. ‘And I am honoured to take on this critical role at such an important time.’

‘With the support of the board and talented colleagues I have worked alongside for almost a decade, I look forward to building our future together, embracing opportunities and capitalising on brand momentum.’

Amanda complimented Magnus on his handling of the dual roles.

‘Magnus has done a fantastic job leading the company through an incredibly challenging time,’ she said. ‘I am committed to continue working with him and building on this strong foundation.’

Originally from Australia, Amanda credits her exposure to international markets as a key factor driving Brandon’s global expansion and remains confident about the company’s outlook for 2021 and beyond.

‘Brandon is a unique, innovative and progressive company, well-positioned to take on any challenges. We will continue to partner with brands that share our corporate and cultural philosophy.’

Brandon is a global leader in brand merchandise and retail support.

If you have any questions, please get in touch with your usual Brandon contact, or feel free to contact Amanda or Magnus on below e-mail.

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