

MSAB Announces the Appointment of Kim Sjölund as New Chief Marketing Officer

MSAB, a global leader in forensic technology for mobile device extraction and analysis, today announces the appointment of Kim Sjölund as its new Chief Marketing Officer (CMO), effective November 1st, 2024. With a proven track record in international business environments across technology and industry segments, including Ericsson, Tetra Laval Group, and NCC, Kim brings a wealth of experience and expertise to the MSAB team.

“We are excited to welcome Kim to the Management Team at MSAB,” said Peter Gille, CEO of MSAB. “Her extensive experience in global technology-driven companies will help us drive growth and increase our brand recognition. Kim’s strategic vision and hands on marketing approach will enhance our brand presence and expand our reach. We believe her leadership will inspire our marketing team and strengthen connections with customers and partners worldwide. Kim’s appointment marks a step forward for MSAB in continuing to innovate and lead in the mobile forensics industry.”

“I am delighted to join the global MSAB team and look forward to increasing brand awareness internationally and supporting the global sales team with innovative yet constructive marketing. The world of mobile forensics is both exciting and demanding, and MSAB has been a pioneer in this industry. I am confident that my experience and passion for making a difference will contribute to MSAB’s ongoing growth journey,” says Kim Sjölund.

About MSAB

MSAB is a world leader in forensic technology for extracting and analyzing data in seized mobile devices. The company develops high-quality and easy-to-use software for law enforcement organizations, such as police, defense, and customs. The products, which have become a de facto standard for securing evidence in criminal investigations, can be

supplemented with reporting tools and a large range of training with certifications within a holistic method for forensic science. The company serves customers in more than 100 countries worldwide, through its own sales offices and through distributors. MSAB is listed on Nasdaq Stockholm under the ticker name: MSAB B. www.msab.com