

Press Release – 14 February 2020

# New CEO for Norstedts Juridik

Karnov Group has appointed Alexandra Åquist new CEO of Norstedts Juridik.

Alexandra Åquist has a proven track record to lead a business that offers legal counsel services and a proven track record as country manager. These track records are primarily from her current positions as Country Manager in Sweden for the German ARAG Group and as Head of ARAG's Swedish company HELP Försäkring. This company enables its customers to retain lawyers that can represent them in courts using the HELP Försäkring insurance. The lawyers are directly employed by Help Försäkring.

As a Country Manager she started ARAG Digital Services in Sweden which provides legal services and agreements online. This service makes it possible for customers to draft legal contracts by inputting information regarding the type of case and contract needed.

Under Alexandra Åquist's six years of leadership, HELP Försäkring has increased its customer base from 50,000 to 320,000 customers and the company has become profitable.

Before joining the ARAG Group, Alexandra Åquist had a successful career mainly in the financial industry, including positions such as Account Manager at SEB, Investment Advisor at Aragon Kapitalförvaltning, Wealth Manager at Folksam and Sales Director at KPA Pension. She has also been Head of Individual Fundraising at UNICEF Sweden. Before starting her business career, she studied Law at the Stockholm University.

Alexandra Åquist will assume her new position in May and succeed Olov Sundström who will leave the Group on April 16 after 32 years of service to Norstedts Juridik and its companies. During the interim period of approximately one month before Alexandra Åquist starts her new job, the CEO of Karnov Group, Flemming Breinholt, will be Acting CEO of Norstedts Juridik.

"I am delighted and highly motivated to get the opportunity to join Norstedts Juridik on its future voyage", said Alexandra Åquist and continued. "This is a brand with great legacy and an impressive competence and knowledge within the company. In addition, Norstedts Juridik is technically very well equipped to meet our clients' future needs of easily accessible legal information and processes. This is a combination that is unique in the market today."

Flemming Breinholt, CEO of Karnov Group, said "I want to welcome Alexandra to the Karnov Group. I am delighted that we have managed to find such a strong candidate to succeed Olov Sundström and that the interim period between Olov leaving and Alexandra assuming the CEO position for Norstedts Juridik will only be about one month".

**For more information, please contact:**

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*This information was submitted for publication on 14 February 2020, at 11.30 a.m. CET.*

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