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Martin Henricson new CEO of Bure Equity

Martin Henricson has been appointed as the new President and CEO of Bure Equity and will take up his new duties in May this year. His main focus will be on realising Bure's concentration in the educational area, including the portfolio companies Anew Learning, Mercuri International and AcadeMedia. Executive Vice President Carl Backman will continue to oversee Bure's investment activities with primary responsibility for the portfolio companies Citat, Energo-Retea, Textilia and other holdings.

Martin Henricson, 46 years old, holds a B.Sc. degree in economics and education and has conducted research studies in education at Stockholm University. Martin comes most recently from the post of President for Bure's subsidiary Mercuri International, a global sales performance and management training consultancy. Martin is also on the board of Anew Learning, Sweden's leading independent school group and a wholly owned subsidiary of Bure. Martin was formerly President of the listed company TradeDoubler AB.

"It will be an exciting and enjoyable task to lead Bure's ongoing development based on the solid foundation that has been laid over the past few years. Bure's realignment toward the educational area is clear and we see ample opportunities for continued value growth in our holdings," says Martin Henricson

"I am pleased that we have succeeded in recruiting Martin Henricsson as CEO to lead and develop Bure's activities in the educational sphere. This is an important cornerstone of Bure's ongoing transformation," says Patrik Tigerschiöld, Chairman of Bure Equity.

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Bure Equity AB (publ)

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