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Patric Sjöberg appointed new CEO of Stromma

Patric Sjöberg has been appointed as the new CEO for Strömman Turism & Sjöfart AB (Stromma) and will take up his new post on 1 June 2019. Patric is joining Stromma from Stockholmsmässan, where he has been CEO since 2008.

- We are very pleased to welcome Patric as Stromma's new CEO. His experience within the tourism industry makes him well suited for the role, says Hans von Rettig, Chairman of the Board for Strömman Turism & Sjöfart.
- Sometimes in life offers you just cannot refuse come up, and this is one of them. I have enjoyed a very exciting and instructive time at Stockholmsmässan, but when the opportunity to lead a larger international business within the tourism industry came up it was something I could not turn down, says Patric Sjöberg.

Patric has extensive experience of the tourism industry. He has worked as CEO for Stockholmsmässan since 2008. Previously, Patric held CEO positions at SAS Human Resources AB and SAS Trading AB. He has also held a number of positions at IKEA.

Patric is succeeding Jan Larsén, who since 1985 has successfully led Stromma through an expansion that includes five countries and 13 cities with the main focus on "Tours & Activities". As previously communicated, Jan will be leaving Stromma as his 65th birthday and retirement are approaching. Jan will still be connected to the company as a senior advisor.

With 140 passenger boats and 100 double decker buses, Stromma today has revenues of 1 billion SEK and is the leader of its industry in northern Europe. The focus on "Tours & Activities" and the expansion beyond Sweden will also continue in the future.

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Stromma is the leading provider of experiences within sightseeing in Northern Europe. Stromma offers experiences that aim to give every single guest memories for life. These experiences focus on sightseeing tours, entertainment and activities for tourists, local residents and companies. Stromma has a history dating back to 1809 with a strong tradition of historic and cultural values. Today Stromma operates in 13 destinations; Amsterdam, Utrecht, Copenhagen, Århus, Oslo, Bergen, Ålesund, Geiranger, Stavanger, Stockholm, Gothenburg, Malmö and Helsinki. Stromma's brands include the well-known names Göta Kanal Rederiaktiebolag, Paddan Sightseeing, Strömman Kanalbolaget, Canal Tours Copenhagen, Helsinki Sightseeing, Canal Tours Amsterdam, but also unique experiences like Birka (the Viking City), A'dam Lookout and Vaxholms Kastell. Read more on www.stromma.com.