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## Media release

### ALSO Sweden appoints new Sales Director

**From 1 June 2019 Fredrik Nicklasson will start as new Sales Director for the commercial and enterprise business at ALSO Sweden. He will follow Lennart Fridén, who is leaving the company after seven years of service. In his new role Fredrik will expand the cooperation with resellers and focus not only on the transactional but also on the enterprise and consumptional business.**

“We are very pleased that we were able to win Fredrik for this important position. He comes to us at a crucial stage in the expansion of our business: We are reshaping our sales organization and investing heavily in our ICT services to provide additional value to our customers”, says Jorge Gállego Pérez de Larraya, Chief Customer Officer, ALSO Sweden. “At the same time I want to thank Lennart for his many years of loyalty and his valuable contribution to the development of the company, from a start-up distributor to the strong position ALSO has today in the market. We wish Lennart all the best for his future.”

Fredrik Nicklasson has over 20 years of industry experience in operative sales and marketing within the IT business area. He has shown himself to be an extraordinary leader throughout his career and is as former European Head of Sales for an international IT-Services Provider familiar with distributor, channel business and direct sales models as well as hardware, software and cloud services.

Fredrik will oversee an expanding team of sales professionals within the ALSO organisation that wants to grow specifically with consumptional ICT and solution services, pursue a clear goal: to become the leading full service provider to the channel in Sweden and across Europe.

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**ALSO Sweden AB** owned by ALSO Holding AG (ALSN.SW) (Emmen/Switzerland) brings providers and buyers of the ICT industry together. ALSO offer more than 550 vendors of hardware, software and IT-services access to over 100 000 buyers, who can call a broad spectrum of other customized services in the logistics, finance, and IT

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services sectors, as well as traditional distribution services. From the development of complex IT landscapes, the provision and maintenance of hardware and software, right through to the return, reconditioning and remarketing of IT hardware, ALSO offers all services as a one-stop shop. ALSO is represented in 18 European countries and generates total net sales of approximately 9.2 billion euros with around 4 000 employees in the fiscal year 2018. The majority shareholder of ALSO Holding AG is the Droege Group, Düsseldorf, Germany. Further information is available at <https://also.com>

### **Disclaimer**

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