



New CEO for ZetaDisplay AB and investment in international growth

The ZetaDisplay Board has appointed the company's Deputy Managing Director Leif Liljebrunn as the new CEO from 1 July. The company's current CEO Mats Johansson will in future as a member of the Board concentrate on the company's long term growth and expansion beyond Scandinavia.

"This change in the management of ZetaDisplay AB (plc) is a part of ZetaDisplay's efforts to become the leading Scandinavian supplier of active in-store information – also called Digital Signage. In order to further strengthen our focus on international growth we have also recently brought Anders Moberg on to the company Board," explains departing CEO Mats Johansson.

Leif Liljebrunn was appointed Deputy MD for ZetaDisplay in 2006 with the intention that he would eventually adopt the role of CEO. Leif Liljebrunn was previously Deputy MD of Visma Software. Mats Johansson has been the CEO for ZetaDisplay since its foundation in 2003 and is, together with the two other founders of the company, Martin Gullberg and Mikael Öberg, a principal owner of the company.

The new Board member Anders Moberg has long experience in major retail chains and is a board member of several other companies. He was previously the Group CEO of Ikea, the head of international operations for Home Depots in the USA and Group CEO for the Dutch grocery Group Ahold, and the Majid Al Futtaim Group in Dubai.

ZetaDisplay is now in a period of powerful expansion, among other things as a result of the fact that ICA AB has signed a Group-wide agreement with ZetaDisplay and started to roll out the company's technology in its store profiles. In recent years ZetaDisplay has also established subsidiaries in Denmark, Finland and Norway.

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ZetaDisplay AB (plc)