

Press Release

8 March 2021

Fredrik Reinfeldt and Vibeke Krag New Board Members of Heimstaden

Heimstaden AB is the majority owner and manager of Heimstaden Bostad AB, one of Europe's leading residential real estate companies with more than 110,000 homes valued at approximately SEK 170 billion. With their substantial experience, the new board members will contribute to developing the company.

Chairman Ivar Tollefsen is looking forward to working with the new members:

"Fredrik Reinfeldt has an impressive political career and has, after leaving office as Prime Minister of Sweden, continued to have a strong voice in societal and environmental topics. He is a perfect match for Heimstaden's vision of Friendly Homes and our high ambitions of contributing to society. Vibeke Krag brings extensive financial and leadership experience from strong industrial companies. Being Danish, she has valuable knowledge about Denmark, Heimstaden's largest market. I look forward to working with them both at Heimstaden."

New Board Members

Fredrik Reinfeldt is an experienced politician who led the Swedish Moderate Party for 12 years and served eight years as Prime Minister of Sweden. Since retiring from politics in 2015, he has held positions as Chairman of Centrum for AMP and Extractive Industries Transparency Initiative and as an advisor to Nordic Capital and Bank of America Merrill Lynch.

"Heimstaden's impressive growth, combined with its strong values of Care, Dare and Share, evergreen perspective and dedication to societal contribution, makes this a unique opportunity to positively impact lives in Sweden and across Europe. It is with great expectations and dedication that I will engage in developing the company further," said Fredrik Reinfeldt.

Vibeke Krag is a qualified professional with broad CEO and board experience from large corporations within finance, insurance and energy, including Codan A/S, Gjensidige Forsikring ASA, Nykredit A/S and the Danish Competition and Consumer Authority.

"I am very much looking forward to joining the Board. Heimstaden manages homes for more than 250,000 people in seven countries, which is a major responsibility. With ambitions for further sustainable growth, Heimstaden continues its impressive journey as a flag ship real estate company in Europe," said Vibeke Krag.

After the Annual General Meeting on April 8th 2021, Heimstaden's Board of Directors will consist of Ivar Tollefsen (Chairman), John Giverholt, Fredrik Reinfeldt and Vibeke Krag. The new members will replace Patrik Hall and Magnus Nordholm, who will remain at Heimstaden as CEO and deputy CEO, respectively.

"The new board, together with our senior management, places us in a strong position to achieve Heimstaden's ambitious targets and provide Friendly Homes across seven European countries," said Ivar Tollefsen.

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Heimstaden is a leading residential real estate company in Europe, with a focus on acquiring, developing and managing housing and premises. Through our values Care, Dare and Share, we create value for our owners and friendly homes for our customers. Heimstaden has about 110,000 homes and a property value of approximately SEK 170 billion. The head office is in Malmö. For more information, visit www.heimstaden.com
