



## CV Mathias Hedlund

Current profession: Chief Executive Officer of Etraveli AB  
Place of residence: Stockholm  
Year of birth: 1970  
Nationality: Swedish

### Education

Mr Hedlund has a B.A. in Business Administration from the University of Stockholm and has completed an executive management program at Harvard Business School and Stockholm School of Economics.

### Career

Mr Hedlund began his career in 1992 at Svenska Spel, a state-owned company operating in the gambling sector. Between 1999 and 2008, Mr Hedlund held various management positions in strategic planning and corporate strategy as well as Senior Vice President for the largest business unit.

From 2008 to 2011, he worked for Eniro AB, a leading Swedish search machine operator, as Senior Vice President in the online business area as well as in products and sales services divisions. In 2010, Mr Hedlund was appointed deputy CEO of Eniro AB.

Between 2012 and 2013, Mr Hedlund was Chief Operating Officer of Klarna AB, a Swedish online payment service provider.

Since 2014, Mr Hedlund is the CEO of Etraveli AB in Sweden. Since he joined the company, he has developed a new corporate strategy and led the company through internationalization while forming a tech company delivering consistent growth, reduced cost levels and increasing the EBITDA more than fivefold. Today Etraveli AB is the leading online travel agency in the Nordics, nr 2 in Europe rapidly gaining market shares and provides airline tickets and travel services in more than 70 countries around the world.

Mathias Hedlund is an experienced manager and CEO with more than 10 years' international experience in internet-based business. Besides his experience as CEO and COO he has broad knowledge and experience in strategic corporate planning and business organisation all the way from his time as a manager at Svenska Spel. His work for Etraveli AB has given him an in-depth understanding of the marketplace model and of high-growth digital companies.

## Other board positions

Board chairman of EuroFlorist Sverige AB, board member of Betsson AB

## Other links to Scout24 AG

Based on the Supervisory Board's evaluation Mr Hedlund has no personal and/or business relations with Scout24 AG or its affiliates, its corporate bodies or significant shareholders of Scout24 AG, which have to be disclosed by recommendation pursuant to Section 5.4.1 of the German Corporate Governance Code.

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