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Fredrik Hånell new CEO of Effnet Holding and Factum Electronics

Fredrik Hånell assumes as of today the position as CEO of Effnet Holding AB and its subsidiary Factum Electronics AB.

The former CEO, Kenneth Lundgren, leaves the company at his own request to turn to other activities.

"Kenneth entered the Effnet group in January 2004 and has skillfully steered Factum through a restructuring and consolidation phase. We wish Kenneth all the best as he now wishes to meet new challenges", says Göran E Larsson, Chairman of Effnet Holding AB.

Fredrik Hånell has an MBA from INSEAD in France and a Master of Science in Engineering Physics from KTH in Stockholm, and he has also held several senior management positions within the telecom and datacom industries. Mr. Hånell has worked for the Norwegian fiber component manufacturer Ignis ASA (publ), router manufacturer Dynarc AB, management consulting firm Gemini Consulting AB, and Ericsson. His most recent position was with C2SAT Holding AB (publ), where he held the position of CEO.

"The Effnet Group faces an exciting development as the markets for both Header Compression and Digital Broadcasting are expected to grow due to increasing international acceptance of the new technologies. The Board wishes to strengthen the Group's global focus, and Fredrik Hånell has an ideal background to enhance the Group's positioning and market presence, thereby ensuring that sales are on par with the potential of the subsidiaries." continues Göran E Larsson.

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