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## PRESS RELEASE

# Mia Rolf the new Director of Marketing and Corporate Communications at Wihlborgs

**Mia Rolf, currently the CEO of Ideon Science Park, will become Wihlborgs' new Director of Marketing and Corporate Communications. Mia has a background in entrepreneurship, business and brand development, and digitalisation in senior roles at Swedish and international companies, start-ups and her own business.**

Mia Rolf has been CEO of Ideon Science Park in Lund since 2016 and in this role she developed and implemented a new strategy for Ideon, connected to global challenges and an increased focus on growth companies. She has an extensive marketing background and is passionate about leadership issues, customer experiences and also has a long history of building brands via digital channels. Mia sits on a number of boards, including FundedByMe and Skånska Trivsällskapet, and was the Chairman of the jury for EY Entrepreneur of the Year for three years. She has also been a member of the steering committee for the UN body UNOPS Global Innovation Center Sweden since 2019. Mia will remain involved with Ideon Science Park as a co-opted member of the Board.

"We have gained an experienced employee and leader in Mia Rolf, who has a focus on customers and business that is deeply anchored in our region. With qualifications in business development and digitalisation, not to mention a great deal of personal drive, this will further strengthen our Group management," says Ulrika Hallengren, CEO of Wihlborgs.

"As CEO of Ideon Science Park, I've worked closely with Wihlborgs. I'm incredibly proud and pleased to be part of the team and to continue to develop the Öresund region," says Mia Rolf.

Mia Rolf will assume the role no later than 1 August and will have overriding responsibility for internal and external communication as well as marketing. She will also lead a marketing and communications team and become a member of Wihlborgs' Group Management.

## Wihlborgs Fastigheter AB (publ)

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*Wihlborgs Fastigheter AB (publ) is a property company that focuses on commercial properties in the Öresund region. Its property portfolio is located in Malmö, Helsingborg, Lund and Copenhagen. In Malmö, Lund and Helsingborg, Wihlborgs is the leading property company. The book value of the company's properties totals SEK 46.7 billion, representing an annual property rental value of SEK 3.3 billion. Wihlborgs' shares are listed on the Large Cap List of Nasdaq Stockholm.*

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