

Zound appoints Jeremy de Maillard as new CEO

Zound Industries welcomes Jeremy de Maillard as new Chief Executive Officer. Jeremy brings international leadership experience and a proven track record of building brands and growing businesses at global and iconic brands such as adidas, The North Face and Vans. Jeremy is a strong and appreciated leader with a passion for connecting brands with consumers through an authentic brand purpose, innovative products and relevant consumer experiences in an ever changing, digitally driven and global market landscape.

“Jeremy de Maillard is the perfect leader for Zound going forward. He brings strong leadership and vast experience from lifestyle and innovation centred brands. I’m convinced Jeremy will offer the focus and drive crucial to Zound at this stage of the company’s development,” said Henri de Bodinat, Chairman of the Board, Zound Industries.

Jeremy will take up his new position at Zound on the 5th of October. Jeremy joins from adidas where he was Global Vice President for the Statement Business Unit, responsible for collaborations with Beyoncé / Ivy Park, Pharrell Williams, Prada, Palace and more, as well as the Y-3 brand and adidas Skateboarding. Prior to adidas, Jeremy spent ten years as an executive at VF Corporation, first as VP of Marketing for Vans and later as VP of Marketing and eCommerce for The North Face in EMEA.

Jeremy was born in France and has lived in the UK, Spain, Germany and Switzerland throughout his studies and career. Jeremy is also an early investor in Zound and has followed the company closely since 2009.

“I’m honored to have been chosen by the Board and thrilled about the opportunity to lead the next chapter of Zound. The company has a great track-record of innovation, design, consumer centricity and a unique position in the industry with tremendous potential for growth”, said Jeremy de Maillard.

The appointment of Jeremy as CEO of Zound, with his strong international background, is consistent with Zound’s DNA, a truly global company headquartered in Sweden. Zound is proud of its Swedish roots, remarkable design and technological innovation, combined with a worldwide footprint where the US, China and France represent the three leading countries in



terms of revenue. The Board of Zound also reflects this global mindset, with three Swedes, two British and one French Board member and Chairman.

Zound has three main brand pillars: Marshall, a powerful and iconic global brand, with a unique musical heritage, Urbanears, Zound's in-house brand, with its minimalist and fashion-led approach, and adidas headphones, one of the world's biggest sports and lifestyle brands with huge potential in the category. Jeremy's role will be to steer Zound's brand portfolio toward optimal consumer relevance to make Zound the undisputed alternative and biggest challenger to the industry giants.

Martin Axhamre, who has been acting CEO for the last 15 months, will take up the position of Deputy CEO alongside his role as CFO when Jeremy de Maillard joins.

“The last few months have been tough for many companies, including Zound. But I'm proud of how everyone at Zound has pulled together to overcome the challenges. I'm looking forward to working with Jeremy to keep building on Zound's success”, said Martin Axhamre, CFO and acting CEO, Zound Industries.

“I want to thank Martin and the management team for their leadership as well as the entire Zound organization for their engagement and continued commitment through this difficult period”, said Henri de Bodinat, Chairman of the Board, Zound Industries.

Together, Jeremy de Maillard as CEO, and Martin Axhamre as CFO and Deputy CEO, will provide new momentum to Zound and help build a superior brand and product portfolio, an enhanced customer experience, and accelerated profitable growth.

For more information, please contact:

Gustav Dahlgren, Head of Communications, Zound Industries
gustav.dahlgren@zoundindustries.com | +46 704 96 93 13

About Zound Industries International AB

Zound Industries designs and develops speakers and headphones under the brand names adidas, Marshall and Urbanears. With a strong focus on innovative technology and user-centered design, Zound has launched a wide range of iconic, award-winning products. Zound currently has around 250 employees, with offices in Stockholm, New York, London, Paris, Shenzhen and Hong Kong. In 2019 turnover reached about SEK 2.0 billion.