



Sinch appoints Chief Legal Officer

Stockholm, Sweden – 27 March 2024 – Sinch AB (publ), which powers meaningful conversations between businesses and their customers through its Customer Communications Cloud, today announced that it has appointed Ilse van der Haar as Chief Legal Officer and member of the Sinch Global Leadership Team.

Ilse brings a broad experience and a proven track record of success from some 20 years of experience in senior legal positions with focus on compliance and regulatory affairs. She joined Sinch in 2022 as VP Privacy and Regulatory and her previous experience includes positions with PostNord and Tele2.

"I am delighted to welcome Ilse van der Haar as our new Chief Legal Officer. Due to the global nature of our business, increased focus on regulation and privacy, as well as the opportunities through new technologies such as AI, we believe that Sinch is best served by the Legal function being represented in the Global Leadership Team. Ilse has been instrumental in taking Sinch's way of working with regulation and privacy to a new level. I am confident in her abilities to lead the legal team and that she will be an excellent addition to our leadership team," comments Laurinda Pang, Sinch CEO.

Ilse van der Haar will take up the new position on 1 April 2024.

Following this appointment, Sinch's leadership team will consist of:

- Laurinda Pang, CEO
- Brett Scorza, Chief Technology Officer
- Christina Raaschou, Chief Human Resources Officer
- Cristina David, Chief Information Officer
- Ilse van der Haar, Chief Legal Officer
- Jonathan Bean, Chief Marketing Officer
- Julia Fraser, EVP Americas
- Nicklas Molin, EVP EMEA
- Roshan Saldanha, Chief Financial Officer
- Sean O'Neal, Chief Product Officer
- Sibito Morley, Chief Data and Transformation Officer
- Thomas Heath, Chief Strategy Officer
- Wendy Johnstone, EVP APAC

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About Sinch

Sinch powers meaningful conversations between businesses and their customers through its Customer Communications Cloud. More than 150,000 businesses – including many of the world's largest tech companies – rely on Sinch and its global super network, which is the most secure and reliable network for messaging, voice and email. Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO:SINCH. Learn more at sinch.com. Learn more at sinch.com.