



Sinch appoints Jonas Dahlberg as CFO

Stockholm, Sweden – 6 February 2025 – Sinch AB (publ), which is pioneering the way the world communicates through its Customer Communications Cloud, today announces that the company has appointed Jonas Dahlberg as new Chief Financial Officer (CFO). Jonas Dahlberg will assume his position no later than 1 April, 2025.

Jonas Dahlberg has most recently served as CEO, and prior to that as CFO, of Transcom, a global customer experience outsourcing company. He has also been CFO of Sweco, a publicly listed engineering consulting company, and has worked as a management consultant at McKinsey.

“We are very pleased to welcome Jonas Dahlberg to Sinch. His extensive experience from scaled, global businesses and proven ability to drive both growth and profitability improvements will be a great asset to Sinch as we now focus on execution and accelerated growth” says Laurinda Pang, Sinch’s CEO.

“At Transcom, I learned how technology is revolutionizing customer experience with new communications channels and artificial intelligence. I’m now truly excited to join Sinch, which has established an impressive, leading position in a global and very dynamic market”, says Jonas Dahlberg, incoming CFO.

As announced previously, current CFO Roshan Saldanha will leave the company, on his own initiative, for a similar position in a different sector. As Thomas Heath, Sinch’s Chief Strategy Officer, has announced that he will step down from his position, Sinch’s leadership team will from 1 April include:

- Laurinda Pang, Chief Executive Officer
- Brett Scorza, Chief Technology Officer
- Christina Raaschou, Chief Human Resources Officer
- Ilse Van der Haar, Chief Legal Officer
- Jonas Dahlberg, Chief Financial Officer
- Jonathan Bean, Chief Marketing Officer
- Julia Fraser, EVP Americas
- Nicklas Molin, EVP EMEA
- Sean O’Neal, Chief Product Officer
- Sibito Morley, Chief Data and Transformation Officer
- Wendy Johnstone, EVP APAC

For further information, please contact

Ola Elmeland
Investor Relations Director
Mobile: +46 721 43 34 59
E-mail: investors@sinch.com

About Sinch

Sinch is pioneering the way the world communicates. More than 175,000 businesses – including many of the world’s largest tech companies – rely on Sinch’s Customer Communications Cloud to improve customer experience through mobile 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.

Sinch AB (publ) is required to publish this information pursuant to the EU Market Abuse Regulation. The information was released for publication by the contact person above on February 6, 2025, at 13:00 CET.