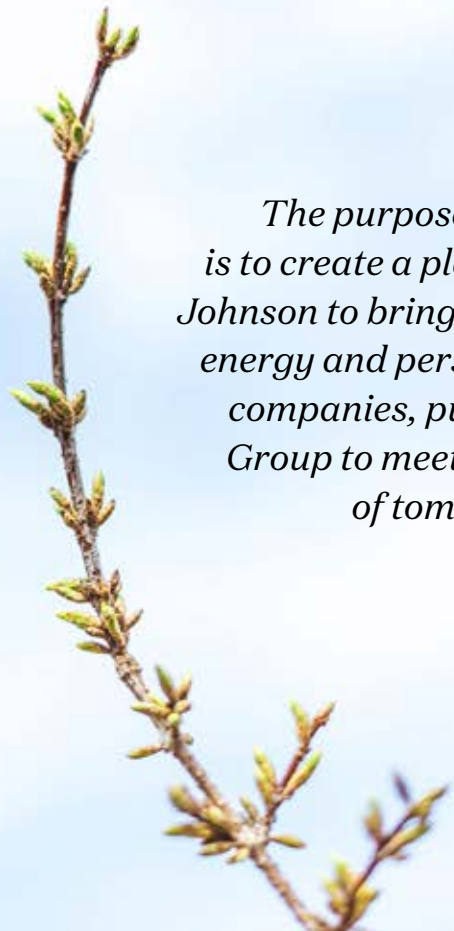


AXPLORE

AXEL JOHNSON'S TRAINEE PROGRAM



2021-2023



The purpose of Axplore is to create a platform for Axel Johnson to bring new knowledge, energy and perspectives to our companies, pushing us as a Group to meet the demands of tomorrow

AXPLORE

AXPLORE IS Axel Johnson's new group common trainee program, offering a unique opportunity to explore several of the companies within our group by taking part in exciting business development projects. In return, we believe that our trainees will bring in new perspectives, knowledge and energy to our group and question our existing way of doing things, pushing us as an organization to meet the demands of tomorrow.



THIS IS AXPLORE

—
A yearly trainee program that runs for 18 months, starting in September 2021

—
Opportunity to explore three of our companies

—
Exciting business development projects that contribute to our 10/50 goal

—
Individual mentors and buddies to challenge and support the trainees along the program

—
Learning modules and workshop-sessions to be completed together with the other trainees

—
Mentoring of persons from our companies' management teams

OUTLINE

Explore runs for 18 months, during which the trainees will explore three of our companies, working in different development projects. Outside the company rotation, there will be joint sessions and activities for all the trainees to take part in together as a group.

JOINT ACTIVITIES

- Onboarding
- Learning modules
- Reversed mentoring
- Workshop sessions
- Social events
- Program evaluation
- Offboarding

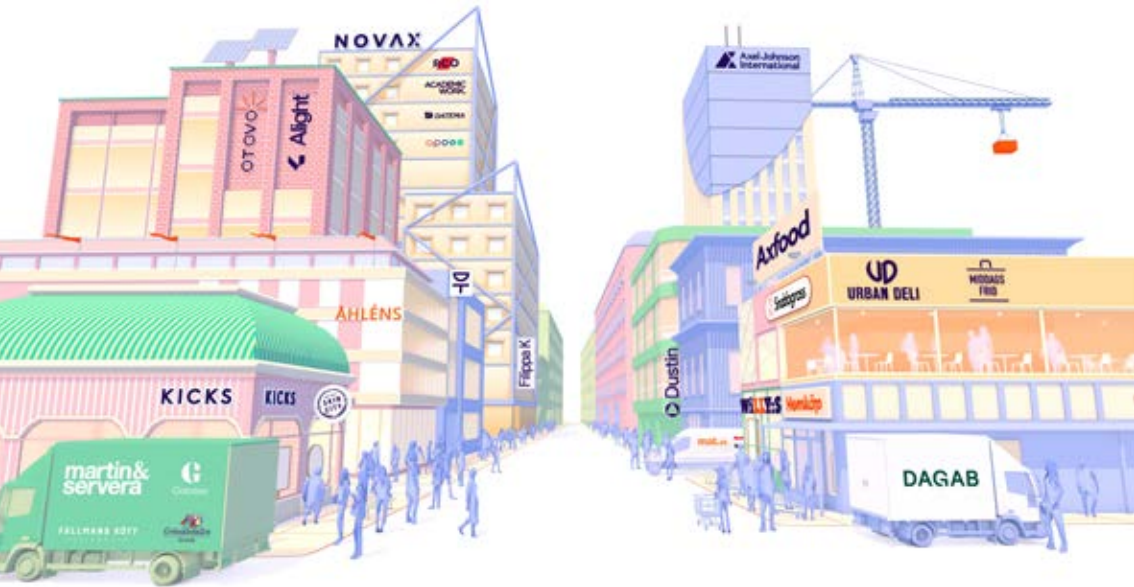
COMPANY ROTATION

SEPT 2021-FEB 2023

COMPANY A
(6 months)

COMPANY B
(6 months)

COMPANY C
(6 months)



OUR COMPANIES

We are a family-owned company that builds and develops businesses in trade and services

AT AXEL JOHNSON, we believe that trade and services develop people and build communities. Our companies meet over 1.5 million customers daily, and should be a positive force for change in the communities of which they are part. Axville is the city that explains which companies are part of Axel Johnson.

AXEL JOHNSON INTERNATIONAL is an industry group that develops and acquires companies that provide products and services to industrial companies.

AXFOOD is a leading group in the grocery industry in Sweden and consists of a family of distinctive food concepts.

AXSOL is Axel Johnson's youngest company, started around the turn of the year 2019/2020, comprising investments in the solar energy sector.

DUSTIN is a leading online IT partner for products and services, with operations in the Nordic countries and the Benelux region.

KICKS is the Nordic region's leading beauty chain, offering a comprehensive concept with makeup, fragrance, skincare and hair care.

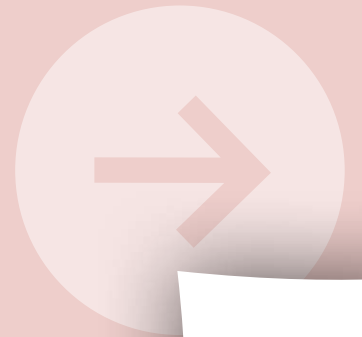
MARTIN & SERVERA is Sweden's leading restaurant and food-service wholesaler, delivering beverages, fresh produce, food, equipment and services to restaurants, cafés, shops, bars and caterers daily.

NOVAX is an active and long-term owner partner investing in small and medium-sized growth companies.

ÅHLÉNS is a marketplace with a wide and carefully selected range of own and external brands in beauty, home and fashion.

INVESTMENTS OUTSIDE THE GROUP COMPANIES. We invest in digital growth companies and other entrepreneurial companies, mainly within Novax, but we also have direct ownership in a number of companies. Skincity is an online skincare clinic. Mitt Liv is a non-profit company working for an inclusive society.

OUR TRAINEES



AGNES RAMFELT

Dustin

EDUCATION: Industrial engineering & management, Chalmers University of Technology **AGE:** 26 **HOMETOWN:** Göteborg (born in Jönköping)



WHO AM I?

– I am a curious and positive newly graduated student from Chalmers in Gothenburg. I have previously worked with marketing at Beiersdorf with the brand NIVEA and at Lindex. I like to learn new things, see new places and meet new people. My hobbies are cooking, running and having friends over for dinner.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– I look forward to finally start working after graduation, and to be able to put theory into practice. I also look forward to meet new people and new companies and to learn more about Axel Johnson. I am ready to gain new experiences and to start asking all the questions I have!

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– I have climbed the highest volcano in Panama.

ANNABEL AROKA

KICKS

EDUCATION: M.Sc. In Engineering: Industrial engineering and management, Mid Sweden University, Master's degree in data and systems sciences, Stockholm University **AGE:** 24 **HOMETOWN:** Stockholm



WHO AM I?

– I'm currently a 24-year-old student with a curious mindset. Three things that characterize me are;

1. I'm driven by change, and I always seek to make a positive change in the world.
2. Innovation is one of my biggest passions. I always strive to think outside the box.
3. One of my biggest shortcomings is my lack of patience. I want things to happen fast!

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– The reason why I applied to Axplore was mainly because my passion for

innovation, but also the future career opportunities that this program will bring. It feels exciting to get insights into some of the biggest businesses in Sweden and hopefully we will be able to bring new ideas and perspectives as trainees.

But besides that, the one thing I look forward to the most is to be a part of a context in which I will be able to broaden my experiences, face new challenges and meet people with similar interests and drive!

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– A fun fact about me is that I used to play chess as a sport when I was younger.

DANIEL ERIKSSON

Martin & Servera

EDUCATION: MSc in Entrepreneurship and Innovation Management, University of Gothenburg – School of Business, Economics and Law **AGE:** 26 **HOMETOWN:** Vadstena, Östergötland



WHO AM I?

– A true team player with a humble attitude and a forward-looking mindset. I constantly try to be curious and a good listener, that in combination with my eagerness to tackling challenges and new environments, pushes me to find new opportunities and develop. Moreover, if anyone likes to go ski or going for a golf round, count me in! During the summer season you find me at the golf course, either in a competition or out playing with friends. During the winter its all about skiing and chasing snowfalls, either up north or in the alps.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– To have the privilege to gather insights and learn from Swedish top-tier companies and leaders. As well as participate in your “10/50 goal” and develop myself, along side new colleagues, in a cross-functional environment.

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– I am a potato chips fanatic. Ask me any flavor and I have tasted it.

OLIVIA BACKSELL

Axel Johnson International

EDUCATION: Double MSc International Business & Master in Management, Stockholm School of Economics and CEMS **AGE:** 26 **HOMETOWN:** Stockholm



WHO AM I?

– I am Olivia, 26 years old from Stockholm. Recently, I finished my 5th year of studies at the Stockholm School of Economics. This final term was spent at HEC Paris – something that has been a rather different, but nonetheless interesting, experience due to the current pandemic. Previously, I have worked as a consultant within investor relations and with strategy-related topics at a non-for-profit.

More personally, I am a passionate animal lover and skiing enthusiast.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– The main two things that stood out to me are; firstly, the opportunity of meeting a variety of people and learning from experts in different industries. Secondly, the privilege of being part of the bold 10/50-goal – a movement and culture of change that I am very excited to join.

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– I am a former semi-pro equestrian and current amateur farmer. However, my plants tend to not live for very long – but I am hanging in there (as are they...).

SOFIE BORG

Axel Johnson AB

EDUCATION: MSc in Business and Economics - specialization in Managing People, Knowledge and Change, Lund University **AGE:** 26 **HOMETOWN:** Uppsala



WHO AM I?

– I am a passionate, energetic person that loves to try new things. I was born in Östersund, raised in Uppsala, and have spent my last couple of years studying in Lund. I really enjoy spending time with friends and family. Besides that, I cook a lot of food and during the winters you will find me in the ski slopes.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– I am really excited to become a part of the team. I can't wait to meet everyone and get the chance to work with all the new and inspiring people. I love to be challenged and learn new things and I look forward to "Axplore" the world of Axel Johnson.

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– I am a true Korean food-junkie and I love to invest my time in experimenting with different kimchi recipes. If you are nice, I might even bring you some.

SOPHIE FRIEAUFF

Novax/RCO

EDUCATION: MSc in Business & Management, Stockholm School of Economics **AGE:** 24 **HOMETOWN:** Stockholm (Originally from Mönchengladbach, Germany)



WHO AM I?

– I am a curious and outgoing person; I love exploring new places and meeting new people. Coming originally from Germany, I used to travel a lot until I found my perfect home in Stockholm, where I appreciate the mix of city and nature. If the weather allows it, you can likely find me outdoors all day. If not, I might be in the kitchen to test a new cake recipe for a Fika with friends. In both private and professional settings, I thrive in a creative and openminded environment.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXPLORE?

– I'm looking forward to working with

a diverse group of great people. It will be great to learn from people with different backgrounds and even better if I can contribute with some of my experiences to their learning as well. I am very excited about starting a result-driven, energetic and inspiring journey with Axplore.

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– I used to play the trombone for more than 15 years semi-professionally. Unfortunately, due to the current situation, no orchestras practice anymore – but I am looking forward to joining an orchestra in Stockholm and play again soon.

VIDAR GROTH

Axfood

EDUCATION: M.Sc, Industrial Engineering and Management, Linköping University **AGE:** 25 **HOMETOWN:** Stockholm



WHO AM I?

– I am a curious and social engineering student who likes to take on new challenges. Further, I am driven and like to take the initiative. When I'm not working or studying, I usually spend my time at the golf course, in the mountains or watching the pride of Stockholm; Djurgårdens IF, win titles.

WHAT DO I LOOK FORWARD TO THE MOST, PARTICIPATING IN AXFOOD?

– There are a number of different things that I really look forward to. First and foremost, to get an insight and contribute to one of Sweden's most interesting corporate groups. Further, to get the opportunity to develop a

broad skillset by taking part in varying projects in 3 different companies within Axel Johnson. Lastly, I really look forward to getting to know all the different people within Axel Johnson, and especially the other trainees.

THIS IS SOMETHING YOU DID NOT KNOW ABOUT ME:

– Other than being somewhat of a sports fanatic, I would consider myself to be an aspiring amateur chef. Ever since I was a kid I have been deeply interested in cooking and did most of my family's cooking from around the age of 14. Today I am regularly trying out new cooking styles, but nothing beats the traditional Swedish cuisine.

10/50*

***IN TEN YEARS' TIME, 50 PERCENT OF OPERATIONS WILL CONSIST OF THINGS THE GROUP DOESN'T DO TODAY**

Want to learn
more about
Axplore?

www.axplore.se



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