



Espresso House Welcomes Renowned Industry Leader as Group CEO

STOCKHOLM, AUGUST 19, 2024 – Espresso House, the leading premium café and coffee brand in the Nordics, is thrilled to announce the appointment of Thomas Kelly as its new Group Chief Executive Officer. He will start in September.

Thomas brings decades of fast-casual and coffee experience, including as CEO of McDonald's Finland and Sweden, Global Executive Director of Costa Coffee, and, most recently, CEO of Honest Burgers, one of the UK's most popular burger restaurant chains.

"The fast-casual food and beverage sector continues to be filled with opportunities for excitement and innovation," said Thomas Kelly. *"The characteristics that have made Espresso House a national champion in Sweden and across the Nordics, present a remarkable platform for further growth. I look forward to bringing consumers in all our markets delicious food and drinks, warm and welcoming environments, all underpinned by our dedication to the fika tradition."*

This appointment is a major milestone for Espresso House, as it concludes the executive leadership changes made over the past year. Additionally, Konrad Meyer has assumed the position of Board Chairman.

Konrad Meyer added: *"We are very happy to welcome Thomas to Espresso House and, coincidentally, are reuniting a proven duo of Thomas and Daniel Sandström, our CFO, who worked together for many years at McDonald's. Our strengthened executive leadership team brings extensive Nordic and fast-casual experience. I look forward to partnering with Thomas, the board and the entire Espresso House team in pursuing our growth ambitions, while maintaining our commitment to serving the best coffee and food to our customers every day."*

Espresso House has been on a fast growth journey, from a national Swedish champion to a Nordic and Northern European leader operating more than 500 cafes. By innovating the traditional Swedish fika tradition, Espresso House seeks to provide a world-class coffee experience to all its guests. In leaning into Espresso House's Nordic heritage, the Group has crafted a compelling, differentiated proposition and experience in the public premium coffee shop segment.

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Thomas Kelly Biography

Thomas joins with decades of experience in the food and beverage industry, much of which has been spent in the Nordics. Most recently, he was CEO of Honest Burgers where he has created a vision and structure for long-term growth whilst achieving like for like sales comp of 14% and over 50% EBITDA improvement in the first 6 months of 2024. Before Honest Burgers, he was Global Executive Director of Retail and Franchising at Costa Coffee. Thomas also spent over 10 years at McDonald's, 6 of which were spent in the Scandinavian market. In 2014, he became



CEO of McDonald's Finland and in 2016, also took on responsibility for McDonald's Sweden. Thomas successfully led the turnaround of both markets, achieving record high sales and 9 consecutive quarters of customer growth. At McDonald's, he received the McDonald's Best Turnaround Europe Award and Best Operations and Customer Experience Award Europe in 2016 and 2017, respectively.

About Espresso House

Espresso House offers a premium experience, from the craft of our baristas and specialty coffee, to a warm welcome in a unique and cosy atmosphere. Espresso House was founded in 1996 in Lund and has since grown to become the leading coffee shop chain in the Nordics with over 500 coffee shops, 7,000 baristas and around 130,000 guests daily. Since the fall of 2018 Espresso House is also established in Germany. Espresso House is part of JAB Holding Company.

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