

Etteplan Oyj, candidate for the Board of Directors

Annual General Meeting 2023

Sonja Sarasvuo, b. 1994, D.Sc. (Economics and Business Administration), Marketing

- Independent of the company
- Main occupation: Associated Researcher, Hanken School of Economics, Department of Marketing, CERS Centre of Relationship Marketing and Service Management, 2023-
- Primary working experience:

Assistant Professor, Hanken School of Economics, Department of Marketing, 2022
Doctoral Student, Hanken School of Economics, Department of Marketing, 2017-2022

- Main simultaneous positions of trust: Board member, Hemholmen Oy Ab, 2017-
- Shareholding on date of Annual General Meeting invite:

Etteplan Oyj: No shares
Ingman Group Oy Ab: 1133 shares

- Researcher profile: <https://harisportal.hanken.fi/en/persons/sonja-sarasvuo>
- Main research foci: Corporate identity, brand development in the B2B context

