



News and updates from LS Retail

PARTNER OPERATIONS

Changes in Partner Operations - effective June 1, 2024

Dear LS Retail Partners,

We regret to inform you that Peter Vach, our VP of Partner Operations, has decided to pursue new career opportunities. Since joining LS Retail in 2018, Peter has played a significant role in expanding our partner channel and streamlining our partner program. We are grateful for his dedication and hard work over the years and wish him all the best in his future endeavors.

Moving forward, Peter's responsibilities are being distributed among the talented members of our Partner Operations team with the following promotions:

- Licensing Team:** Margret Matthiasdottir, **Director of Licensing** where she will oversee the Licensing team, ensuring smooth operations and licensing support for our partners. She will report to Hlynur Elisson, CFO.
- Partner Agreements:** Stefania Ellingsen, **General Counsel**, handles legal matters related to our partner program with her team. She will report to Hlynur Elisson, CFO.
- Partner Development:** Muriel Leglise, **Director of Partner Development**, she and her team will focus on fostering the partner program and maintaining strong relationships with our partners to support their growth. She will report to Carsten Wulff, VP.

We assure you that the Partner Operations team will continue to collaborate seamlessly, maintaining the high standards you expect from LS Retail. Thank you for your continued partnership. If you have any questions or need further assistance, please don't hesitate to reach out to the **unchanged e-mail addresses** pops@lsretail.com or licenses@lsretail.com

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