

Rikard Josefson appointed new President of Länsförsäkringar Bank

Rikard Josefson has been appointed new President of Länsförsäkringar Bank. Rikard is currently the Head of Global Transaction Services at the Nordic financial group SEB. Rikard Josefson will succeed Mats Ericsson who takes office as the President of Länsförsäkringar Fastighetsförmedling.

"Advancing Bank's operations is high priority on Länsförsäkringar's agenda and we are currently entering the next stage of this work," says Sten Dunér, Chairman of Länsförsäkringar Bank. "The foundation has been laid to seriously challenge the major banks and we have unique opportunities based on our extensive insurance customer base and top customer ratings. The core of this task is to encourage the majority of our existing customers to also choose us as their bank. As usual, we will develop our operations in close cooperation with our existing customers whilst maintaining a low risk profile and long-term approach. With our 24 local companies, customer can't get any closer."

"This is one of the most significant development phases in Länsförsäkringar's history and Rikard Josefson possesses the exact background, experience and expertise needed to succeed in this task. Rikard will undoubtedly have one of the most stimulating tasks in the current Swedish banking market," says Sten Dunér.

"Länsförsäkringar has excellent opportunities for growing in the banking market. The potential for presenting a total offering is great and is exactly what customers are seeking. Länsförsäkringar is perfectly positioned in the market and has values that are in line with the times. That is what makes this job so exciting and what I simply could not resist when I was offered the position," says Rikard Josefson.

"I have commuted to Stockholm to a tremendously enjoyable and stimulating job since 2008," says Mats Ericsson. "During my time as President, business volumes have risen approximately 20% annually. We are now the fifth largest retail bank in Sweden. But I could not turn down the position of President of Länsförsäkringar Fastighetsförmedling, which is a key development area for Länsförsäkringar. In addition to taking on a great new challenge, the journeys between my home in Halmstad and the office in Helsingborg will be much shorter."

Anders Borgcrantz, Acting President of Länsförsäkringar Bank, will serve as President of Länsförsäkringar Bank on a temporary basis until Rikard Josefson takes office which will be after the summer at the latest.

Rikard Josefson's business card

Born: 1965

Marital status: Partner, one daughter

Lives: Lidingö, Stockholm

Hobbies: Avid sport fan, played division 1 ice hockey

Holiday: Hiking in the Alps every summer

Previous experience: Positions including Office Manager, Head of Operations, Head of Region East and Acting Head of Retail Sweden at SEB, President of SEB Finans, Senior Vice President and Head of Retail Banking Business Area at Latvijas Unibanka in Latvia

Current position: Head of Global Transaction Services SEB

Will take office as President of Länsförsäkringar Bank after the summer of 2011 at the latest

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Länsförsäkringar is Sweden's only customer-owned and locally established banking and insurance group. The customers in each of the counties in the country own their local and independent regional insurance company. The 24 regional bank and insurance companies cooperate in the jointly owned Länsförsäkringar AB, which conducts development and provides services within banking, life assurance, non-life insurance and animal insurance. Länsförsäkringar offers a broad range of insurance and banking services for individuals, companies and farming. All companies within the Länsförsäkringar Alliance are environmentally certified in accordance with ISO 14001.