Internal newsletter

careium

November & December #11-12

November has past and December is here! Tis' the season of candles and cosy fires... which brings me to the story about Gävlebocken (Gävle Yule Goat) and the burning or not burning of the world's biggest straw goat. Gävlebocken is a 12-meter-high goat made out of straw that's been erected annually every December since 1966 at Slottstorget (Castle Square) in central Gävle, Sweden. It has ever since the beginning been a subject to arson and vandalism. In 56 years, the goat has survived Christmas 18 times. Here's a few snippets from its dark history:

In **1970** the goat burned down after 6 hours. In **'76**, it got hit by a Volvo Amazon driven by a student and collapsed. In **'85**, Gävlebocken made it into the Guinness book of world records as the tallest goat (12.96m high). That year it still burned down even though it was guarded by both a big fence, Securitas and the military. In **'88**, the fate of the goat appeared on English betting lists for the first time. In **2001** a 51-year-old American tourist burned it down. He later stated in court that he was no "goat-burner" and that he thought he was taking part in a completely legal goat-burning tradition. The court confiscated his cigarette lighter with the argument that he "clearly was not able to handle it". In November of **2004**, the city of Gävle's website was hacked and the message "Burn Bockjaevel" (Burn, Bock-bastard) could be seen. And the goat later burned! In **2005**, two vandals dressed as Santa and the gingerbread man shot a flaming arrow at the goat - and the goat burned down... Gävlebocken survived a stunning four years in a row between **2017-2020**, but last year it burned down again - the culprit was arrested and sentenced to jail for six months and a fine of SEK 109 000 (€10,045). So, what do you think? Is the burning of Gävlebocken a Christmas tradition or is it just pure vandalism? If you want to follow the fate of this year's Gävlebock, I can highly recommend the goat's Instagram account (**@gavlebocken**)! And while you're there - why not follow Careium as well (**@careiumgroup**)...

In this newsletter, you will have the pleasure of meeting **Gunilla Johansson** from finance, get an **update from HR**, read about how **Silver Economy Expo** in Paris went, see **colleagues dressed up as elves**, and more!

The internal newsletter will take a break and be back next year.
Merry Christmas, Seasonal greetings and Happy New Year to you all!
Moa Odegrim
Social Marketing Coordinator

Sorry for the long intro, but I thought that Gävlebocken deserved a proper introduction!

Interview with a colleague

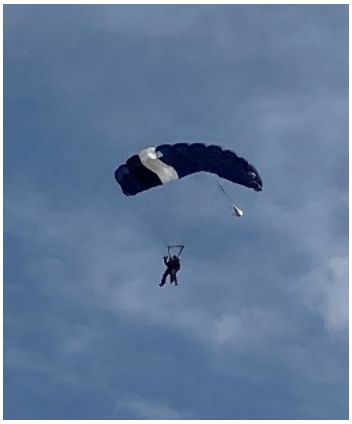
GUNILLA JOHANSSON



My name is Gunilla Johansson. I'm responsible for the bookkeeping of the Swedish, Norwegian and German companies and for the reporting and consolidation of the internal book closings in the group together with my team. I'm located in the office in Malmö.

After having worked with different finance tasks at Tetra Pak for almost 24 years, I took an assignment as Finance manager in a small service company based in Lund, who provided expertise within the energy and plumbing sector. Five years later, I started as a finance consultant. My first assignment was in the accounting department at Doro, between June 2019 - April 2020. In March 2021 I was back at Doro, helping group finance implementing the new consolidation system for Doro / Careium. During this period, the role I have today was announced and I've been employed at Careium since September 2021.

I like working with numbers and improving processes. Even if we have lots of recurring tasks and deadlines in accounting, there are also many things that varies and make every day different. And having a great team and very nice colleagues makes the work even more fun!



When I'm off work, I enjoy spending time with friends and family. I also like to create things with my hands, such as baking, tie macramé and gardening - often while listening to a good audio book. However, one of my top memories from this year was in August when I jumped parachute. What an experience!

New CEO & President

CHRISTIAN WALÉN

As you are all aware, an extensive and thorough recruitment process for appointing a permanent CEO has been ongoing since the resignation of Carl-Johan Zetterberg Boudrie, and we are now happy to announce that it has been concluded. Before we divulge who our future CEO will be, we would like to underline that **Maria Khorsand, our interim CEO, will continue steering this ship** with a steady and supporting hand as she has done so far. Our current priorities have not changed, and we all need to stay as committed and engaged to succeed with the tasks at hand.

Now the revelation, **Christian Walén**, current member of our Board has been appointed to become the new CEO of Careium, commencing his role on the **27th of March 2023 at the latest**. Christian Walén comes from a role as the CEO of PBM Sweden AB and global business manager for mental health and Nordic head of B2B within Kry/Livi, since Kry AB acquired PBM in 2021. Christian has previously been CEO of Assessio and Senior Manager at Accenture. Christian has a degree both in psychology and financials which will further strengthen the steering of Careium in the two most important areas, our people and future growth.

A quote from the Chairman of the Board "*Christian has a unique combination of experience and leadership in innovative, digital, entrepreneurial care, which is relevant to Careium's business, and I trust Christian to be the perfect match for Careium today, tomorrow and in the future*".

A few words from Christian himself *"I believe Careium represents the very forefront of how the potential of digital, technology and services come together to enable safe, rich and fulfilling lives of millions of seniors. From serving on the board, I've gotten to know the engaged, competent and talented teams across our markets and look forward to lead and support the business on its next steps toward European industry leadership".*



When the time comes, we hope you all welcome Christian as openly and embracing as you did when Maria joined.



NEW CHRISTMAS E-MAIL BANNER

This year's Christmas email banner is now available to download from the **Marketing departments page on Sharepoint**. In this folder you can also find the 2022 Christmas card. Please note that there's one specific to the UK and one for all our other markets.

Tip of the day:
The email banner is very large when added to your signatures - please re-size it to your liking. You can do this where you create your signature in Outlook! You can also add a link that goes to our website to the email banner.

November 19-30, Paris

SILVER ECONOMY EXPO



Vincent de Boutiny represented Careium at the annual Silver Economy Expo in Paris on November 29-30.

”After two days at Silver Economy Expo, I can say that the product that really caught everyone’s eyes was by far our new radio trigger Ellis. B2C customers who passed next to my booth also took pictures of it, saying that their mother would wear this one much more often rather than their own “ugly one”. And B2B customers was very impressed by the jewellery inspired design”

News from

HUMAN RESOURCES

At HR, we're working diligently on making processes and procedures relating to all our employees as easy to understand and accessible. We've launched a new site in Sweden and Norway called the Employee Lifecycle and it will be launced in the UK on Dec 1. Eventually, we hope to be able to launch the site in all our countries.

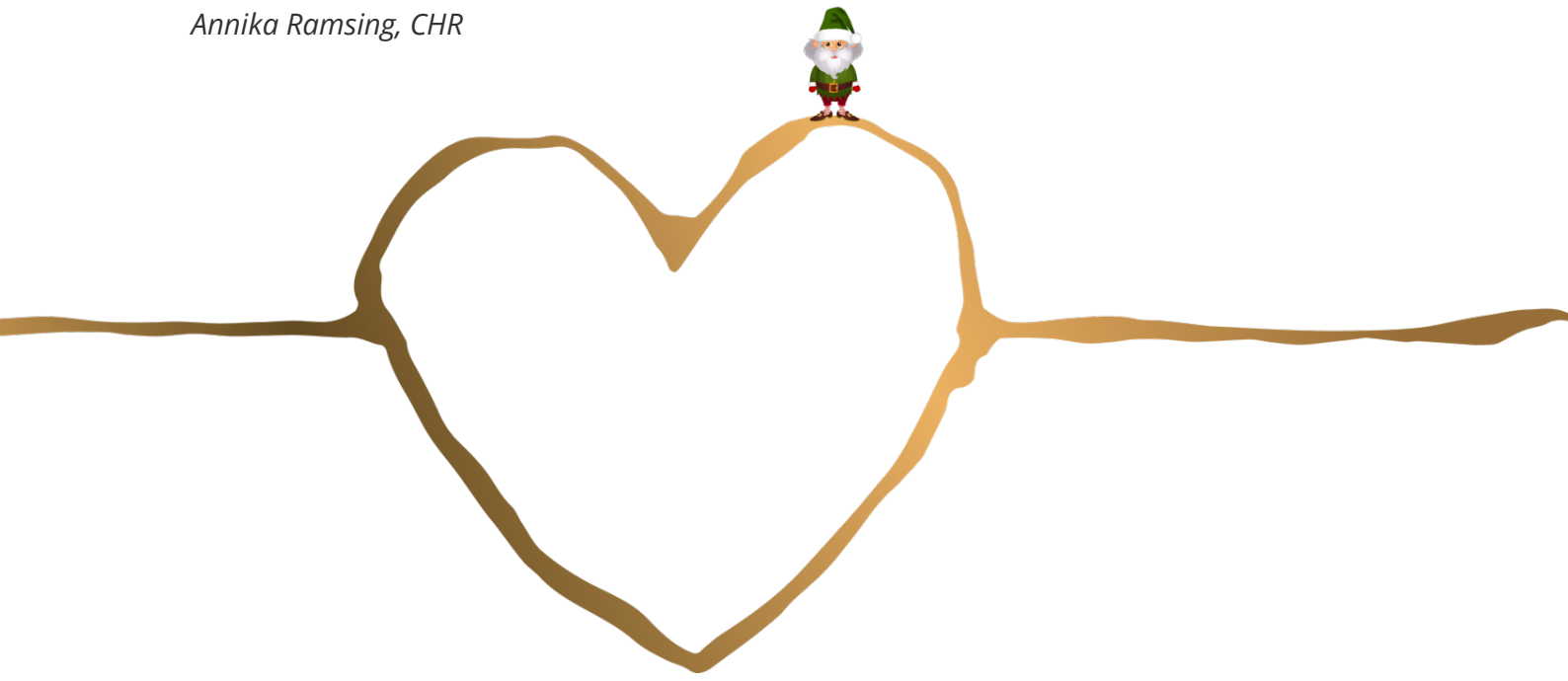
Furthermore, for all our Swedish colleagues we have a new page on Sharepoint that covers the employee handbook. In due time it will be launched in Norway and the UK as well. We are currently circulating nano learnings in the UK regarding leadership and hope that this will spur some thoughts and reflections.

Within short we will send out information regarding GROW for 2023 (performance appraisal). Knowing that we have new colleagues, we will be sending out an instruction video, Jungelmap trainings (nano learnings) and also guides to support you. If you require any assistance or lack information in the material, please reach out to your manager or HR. Timeframe for completing appraisal conversations is January to March.

A couple of weeks ago we received the overall group report with the results from our Employee Survey (VIEW) and can conclude that there is room for improvement. We would like to sincerely thank all of you who took the time to respond to the survey and also all of you who added comments. We hope that you all have had discussions within your teams to agree on areas to focus on to make our workplace better together. As the saying goes, you can only eat an elephant one bit at a time but rest assured, all comments have been read and we will divulge more about this during the All employee meeting on December 21. Changes can be done if we all work together, communicate with each other and treat one another the way we want to be treated. The only way is up!

As always, we really appreciate feedback and are always open for suggestions on improvement or praise.

Annika Ramsing, CHR



Seasonal Calendar

Don't forget our seasonal calendar on Instagram (**@careiumgroup**). It is easy to forget the role you play in the workplace. This year's calendar gives you inspiration for reflection and ideas on how we can improve together.

ALZHEIMER'S SOCIETY ELF DAY

The UK teams dressed up as Elves on Friday 2 December in support of the Alzheimer's Society Elf Day. It was so lovely to see everyone dressed up and having fun!



Want to read earlier issues of the internal newsletter? You'll find them on Sharepoint!

Is there anything that you'd like to share in the next newsletter?
Please send an email to

moa.odegrim@careium.com