

**Press Release**

24 April 2025

## Heimstaden Bostad Reshapes Executive Team to Drive Efficiency and Accelerate Digitalisation

Heimstaden Bostad is pleased to announce updates to its executive leadership team, aimed at driving continued growth, digital innovation, and operational excellence across the organisation.

The reshaped executive leadership team reflects our commitment to aligning leadership roles with our persistent focus to consistently enhance performance across all areas of the business while delivering strong returns to our shareholders.

### **Nikolaj Brammer Appointed to CDO**

Effective immediately, Nikolaj Brammer will step into a new role as Chief Digital Officer (CDO), consolidating and leading our digital organisations with a focus on business transformation and strategy execution. With the expanded responsibility, Nikolaj will prioritise digital transformation as a cornerstone of our future growth, ensuring we remain at the forefront of innovation and operational efficiency.

Nikolaj Brammer comments:

- "What we offer, a place to live, cannot be digitised. But our operations can. We believe that our industry has immense transformation potential; we – and probably everyone else – can become twice as efficient. The way to get there is by combining smart people and processes with technology and data analytics, supporting our business through digitisation. For the past 30 years, we have had a mindset of challenging existing ways of working every day to optimise – and we continue to do so using the widened toolbox that the digital evolution provides."

## **Paul Spina Appointed to COO**

Concurrently, Paul Spina will be appointed as Chief Operating Officer (COO), consolidating P&L responsibility across the portfolio, including both Letting and Privatisation units as well as direct responsibility for Country Management and Asset Management organisations. Paul will partner with the CDO to deploy the core work processes and digital tools that streamline execution and boost financial returns for our investors.

Paul Spina comments:

- "I look forward to working together with the entire organisation to further advance operational excellence and to create lasting value. Operational efficiency is a key driver towards achieving excess returns without compromising risk and as we evolve, our focus remains on delivering high-performing, future-proof assets, an inspiring workplace culture, and friendly experiences for our tenants."

No other changes will be made to the executive leadership team or their responsibilities.

Co-CEO of Heimstaden Bostad, Helge Krogsbøl, says:

- "Although it may seem like a minor organisational change, it will have a significant impact on our ability to realise our full potential and drive change in the company in the years to come. I look forward to continuing the work with Paul and Nikolaj and seeing them excel in their new roles."

## **Short Bios for Paul Spina and Nikolaj Brammer**

COO Paul Spina has been employed at Heimstaden since 2020 while holding the role of Chief Asset Management & Sustainability Officer and having previous real estate & leadership experience from WeWork and Van Wagner Sports & Entertainment.

CDO Nikolaj Brammer has a background in corporate transformation, private equity, and strategy from Bain & Company, Goldman Sachs, and A.P. Moller - Maersk. Employed in Heimstaden since 2021.

# Heimstaden

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