



Hanna Masala appointed as Sitowise's new CFO

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Hanna Masala, M.Sc. (Econ.), has been appointed as the new CFO and a member of the Sitowise's Group Management Team as of October 1, 2022. CFO Heidi Karlsson has resigned from her position, and she will continue in her role until the end of September 2022.

Masala joins Sitowise from a position as Fortum's Group Finance Director. She has more than 20 years of strong experience from demanding financial management positions and various strategy and M&A related roles in international organizations. Masala graduated with a Master of Science in Business and Administration (Finance) from the Helsinki School of Economics.

– I am very excited to have a professional with an extensive experience such as Hanna Masala as part of our management team. Sitowise has strong growth targets for the coming years both in Finland and in other Nordic countries. Hanna has a background that supports our goals in many ways. She has a long experience of demanding financial management roles in an international listed company, and in addition she also has a strong strategic focus, says **Heikki Haasmaa**, CEO of Sitowise.

Sitowise expects to build strong growth in the Nordic countries and invests strongly in strategic acquisitions.

– It's great to start building international growth for a recently listed company. I am particularly excited about Sitowise's dynamic approach on developing a successful, Nordic business. For me, finance has a very strategic role, supporting business to execute its growth opportunities. Also, as acquisitions play a key role in Sitowise's strategy, I believe that I have a lot to offer from that point of view as well, **Hanna Masala** says.

Sitowise's current CFO Heidi Karlsson joined the company four years ago after the merger of Sito and Wise. Since then, the company has grown strongly, expanded to Sweden, and was listed on the main list of the Helsinki Stock Exchange.

– From the beginning, Heidi has played a very important role in Sitowise's growth journey. Her role especially in the company's IPO was significant. Together with her team she built Sitowise's listing readiness and developed high-quality reporting and financial practices for us as a listed company. I thank Heidi for her excellent work during these years and for the smooth cooperation during my first months in Sitowise, Heikki Haasmaa notes.

CV – Hanna Masala

Born 1976

Master of science in Business and Administration (Finance), Helsinki School of Economics

Finnish citizen

Primary career

1/2016 - Fortum Oyj, current position: Group Finance Director, previously different positions such as: VP Finance and strategy and VP Strategy, City Solutions division

8/2013 - 1/2016 Solidium Oy, Investment Director

12/2006 - 7/2013 Outokumpu Oyj, Vice President – M&A and Business Development
1/2000 - 11/2006 Nordea Corporate Finance, Associate Director and Analyst

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Information about Sitowise

Sitowise is a Nordic specialist and digital expert in the built environment. We offer design and consulting services for smarter and more sustainable urban development as well as smooth transportation. We operate in three business areas in Finland and Sweden: real estate and buildings, infrastructure, and digital solutions.

We want to raise the bar of being smart and sustainable, which is why our vision is to be the most responsible partner in developing a prosperous living environment. Sitowise has grown rapidly and profitably in the past years. The group's net sales were EUR 179 million in 2021 and the company employs over 2,000 experts. Sitowise Group Plc is listed on Nasdaq Helsinki as SITOWS. www.sitowise.com