

Betao Group

Press Release ♦ February, 2024

Markus Valroy Becomes Betao's CEO

Stockholm, Friday, February 2nd, 2024



Betao's Board Nominated Markus Valroy as CEO in September 2023.

Markus will ensure a strong sense of continuity, having served as CFO for Betao Group in the last 4 years, while also bringing exactly the right expertise for the years to come.

Eric Saiget, member of the Board, said, *"We are delighted to appoint Markus as our new permanent Chief Executive Officer. His dedication, strategic vision, and effective leadership during his interim tenure at Betao as CEO have initiated positive changes and improvements across various facets of the company. The Board looks forward to Markus realising the full potential of Betao as a winning business, which delivers long-term value for all its stakeholders."*

During his time as CFO for Betao, Markus has built up the finance function, thus greatly improving the Group's business-intelligence capabilities and strengthening its corporate governance. Before working at Betao, he held a number of roles in the Atlas Copco & Epiroc Groups, with a focus on business control, financial analysis, M&A, and other types of investment decisions. He was part of many large-scale change projects, including the branching out of Epiroc from Atlas Copco Group, the divestment of Dynapac, the global implementation of SAP, and divesting diversified portfolios from Epiroc Payment Solutions, thus reducing capital employed by more than 500 MSEK.

"I am more than delighted to have been appointed to lead Betao Group into its next growth stage. It is a business that has achieved some amazing: profitably providing bespoke support to tens of thousands of solo-entrepreneurs to start, manage and succeed in their business ventures. During my time as CFO, with each year I have become even more convinced of the underlying potential of Betao. I look forward to continuing our journey to an ever more product focused and customer driven organization."

About Betao Group

Betao is a French-Swedish company, which focuses all its energy on making life easier for French entrepreneurs. Betao found its inspiration from the intuitive process of starting a company in Sweden. Betao simplifies the process for French entrepreneurs by helping them fill out all the correct forms to get started with their companies. They also provide customer support, online training, as well as expense tracking and invoicing tools. Since the company was founded they have managed to help more than 500,000 entrepreneurs launch and manage their businesses.

The company is based in Stockholm but has its customers in France. Yet Betao is neither French nor Swedish: the company has more than a dozen different nationalities represented within its staff.

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