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Press release

## Mattias Lundin joins SF Studios as new Marketing & Publicity Manager

**SF Studios is strengthening its theatrical distribution team with a new Marketing & Publicity Manager. Mattias Lundin will take on this position in September. He will lead the release activities of theatrical films in Sweden, including having the overall responsibility for strategies, budgets and plans as well as publicity and media investments.**

Mattias Lundin has more than 25 years' experience of marketing within the film, TV and streaming business. At present Mattias is holding a position as Head of Sales and Marketing TV Series and Film at Viaplay. Prior to that he held a position as Marketing and Distribution Consultant at the Swedish Film Institute and was also for many years very successful as Marketing Director at Twentieth Century Fox in Sweden. In addition, Mattias has a background as Publicist at the commercial TV-channel TV4 and Warner Brothers in Sweden. Mattias will report to Pia Grünler, Nordic Head of Theatrical Distribution at SF Studios.

"Over the years I have seen the result of Mattias' work in various contexts and have been very impressed with his knowledge, creativity and timing in his release and launch activities. I am convinced that his competence will further strengthen our distribution team in Sweden and I am really looking forward to be working with him", says Pia Grünler, Nordic Head of Theatrical Distribution at SF Studios.

"I am thrilled that Mattias has decided to join SF Studios and be part of our theatrical distribution team. On top of his long and well documented marketing experience of international films at Fox, he has very good knowledge of Swedish films and its market conditions. He has the creativity and marketing skills required to be able to penetrate a competitive market and reach out to a broad audience with the films we distribute, thus contributing to strengthening our position as the leading film distributor in the Nordic region" says Michael Porseryd, CEO at SF Studios.

### **For more information, please contact:**

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### **About SF Studios**

SF Studios, founded in 1919, is one of the world's oldest film companies and the leading film studio in the Nordic region. Its business includes production and distribution of feature films and TV series and the digital services SF Anytime and SF Kids Play. SF Studios has its head office in Stockholm, Sweden and subsidiaries in Oslo, Copenhagen, Helsinki and London, and is part of the leading Nordic media company Bonnier AB.