

BEYOND SKIING CONFIRMS CTEK SWEDEN AB AS ONE OF THE MAJOR PARTNERS OF FALUN 2027 FIS NORDIC WORLD SKI CHAMPIONSHIP BID

23 August 2021: Beyond Skiing, the foundation supporting the Falun 2027 FIS Nordic World Ski Championship bid, is pleased to confirm CTEK Sweden AB as one of the major partners of the bid, further strengthening its campaign.

The FIS Nordic World Ski Championship is a biennial Nordic skiing event organized by the International Ski Federation, where world champions in ski jumping, cross-country skiing and Nordic combined are crowned. If Beyond Skiing is successful in its bid, it would mark the fifth time that Falun plays host to this prestigious and high-profile event.

One of the focus areas in the Falun 2027 FIS Nordic World Ski Championship bid is digitalization, to enhance the visitor experience and bring the joy of skiing to spectators all over the world. Visitors to the event, as well as spectators across the globe, can get closer to the action via dedicated digital platforms, for a more interactive and immersive experience. It also has a strong focus on sustainability, building upon the legacy of the Falun 2015 FIS Nordic World Ski Championship, that had an ambitious program of environmental action.

Sven von Holst, Chairman of the Board at the Beyond Skiing Foundation, "We are delighted to welcome CTEK as an official bid partner of Beyond Skiing Foundation supporting the Falun 2027 campaign and I would like to thank them for their support. To have a well-recognized partner, with such a strong focus on technology and sustainability, as well as a deep-rooted connection to the region of Dalarna, further strengthens our bid.

To have companies like CTEK join us as partners is a fantastic achievement, making a clear statement that businesses across the region of Dalarna are supporting our vision. The support and commitment shown by CTEK boosts our bid and enables us to demonstrate further our ability to host a spectacular Championship in 2027."

Jon Lind, Chief Executive at CTEK, "As a Dalarna based company, with a global presence, we are proud to lend our support to Beyond Skiing in its Falun 2027 FIS Nordic World Ski Championship bid. It presents a huge opportunity to bring together businesses across the region, to work together on a project that is driven by passion, sustainability, and digitalization – closely matching our own drivers. Falun 2027 presents a wonderful opportunity to celebrate everything that Dalarna has to offer, on an international stage.

As a main partner, CTEK will actively support Falun's candidature to bring the FIS Nordic World Ski Championship back to this region and look forward to contributing to a successful decision in May 2022."

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ABOUT CTEK

- Established in Dalarna Sweden, CTEK is the leading global brand in battery charging solutions, most specifically vehicle charging.
- CTEK offers products ranging from 12V & 24V battery chargers to charging solutions for electrical vehicles.
- Products are sold via a carefully selected network of global distributors and retailers, as original equipment, supplied to more than 50 of the world's leading vehicle manufacturers and through charge point operators, property owners as well as other organisations and individuals providing EV charging infrastructure.
- CTEK takes pride in its unique culture based on a passion for innovation and a deep commitment to supporting the transition to a greener mobility, by adhering to industry-leading ESG standards.

PRESS ENQUIRIES

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