

PRESS RELEASE

Gothenburg, November 2025

Doug Smith appointed new CEO of CellMark

The Board of Directors of CellMark Investment AB has appointed Doug Smith as the new President and Chief Executive Officer of CellMark, effective October 13, 2025. Doug will be based in Toronto, Canada, but work regularly from CellMark's headquarters in Gothenburg, Sweden.

Founded in Gothenburg in 1984 as a pulp and paper company, CellMark has evolved into a global provider of supply chain services across diverse product areas. With a strategy rooted in continuity and business growth, the company welcomes a leadership transition that aligns with CellMark's unique values and culture.

Doug has had a successful and varied career in a multitude of industries. He brings over 20 years of experience in the pulp industry, having worked on both the agency and producer sides. He began his career as a retail entrepreneur in Ontario, Canada, and later launched a start-up manufacturing facility that introduced the world's first engineered coated board.

Doug has been with CellMark since 2009. Since 2014, he has successfully led CellMark's founding division, CellMark Pulp, driving performance and demonstrating strong leadership. Beginning in 2019, he joined CellMark's Board of Directors, a role he will continue alongside his new position.

The Board of Directors is confident that Doug's extensive industry experience as well as alignment with CellMark's distinctive culture and management style makes him the ideal leader for the company's next chapter.

Doug will retain his responsibilities as President of CellMark Pulp for a period of time to ease the transition.

For more information

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About CellMark

CellMark is a employee-owned, independent sales solution company providing products, services, and solutions to customers and suppliers all over the world. The company facilitate trade and business development across multiple industries. Through a network of more than 1000 professionals spread over offices in over 30 countries, and with a footprint in more than 120 markets, CellMark provides a full suite of services and runs several successful international divisions within the areas of pulp, packaging, paper, recycling, chemicals, and basic materials. CellMark trades over 7 million tons of products annually with revenue of over USD 3.7 billion.

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