**Spotify star joins film2home**

**Ulrika Lindwall - former Director of International Growth at Spotify - is appointed CEO of film2home as of December. film2home, which is owned by Hemmakväll and Bonver Group, is one of Scandinavia’s leading companies for online movie streaming.**

**film2home**

film2home allows you to see the latest movies in high quality, without commitments or subscriptions. It’s is the leading service for buying or renting movies online and in store. You can choose from thousands of movies to stream on film2home.se or visit your nearest store to rent a DVD / Blu-Ray. film2home is available in over 1,000 stores throughout the Nordic region. In addition to the streaming service on film2home.se and in stores throughout Sweden, you can reach us on your SmartTV, your mobile phone, on tablets and IPTV so you get access to the latest premieres and the best film quality wherever you are. film2home is available in Sweden, Norway, Finland and Denmark with movies from the global majors and lots of smaller film companies within and outside the Nordics.

**Comments**

*" film2home had a great start and enjoyed vigorous growth during the past year and quickly established itself as the best choice when renting the latest movies. Now we will take another step in the right direction and show the crowd that film is easiest consumed digitally, just like Spotify has done with music. We believe that Ulrika is the right person to lead that operation. "* **-** Gerard Versteegh , founder film2home

*"It feels great to have the confidence to take the baton in film2home. With the platform film2home has built since its start in 2001, a skilled team and strong principal owners, we all have the potential to take the company to the next level. My experience from launching media services to consumers will come to good use in this role." -* Ulrika Lindwall, CEO film2home

**For more information contact**



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