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## **Make Equal levels up: starts limited company, appoints new CEO and a major client strategist**

After 13 successful years as an equality foundation, Make Equal is now expanding its operations and forming a limited liability company, Make Equal Culture and Performance AB. The new business will streamline their operations focusing on trainings and consultancies to put greater emphasis on assisting current and future clients in moving the needle on their internal and external diversity, equity, inclusion and belonging efforts.

As new CEO for the company, they present **Aygül Kabaca**, while **Frida Hasselblad** steps into a new role as business developer and major client strategist, to match an increased demand from both the public sector and private companies.

Over the years, Make Equal has worked tirelessly to promote equality and inclusion within the society at large. With a client portfolio spanning the width from authorities such as Svea Court of Appeal and the Swedish Environmental Protection Agency, private business such as Viaplay, Svevia and Epidemic Sound, as well as local authorities, municipalities, regions and counties from north to south, Make Equal is now at the threshold of the next phase of its development. The organization expands their offer of customized training programs, and in doing so noticing an increased demand från HR partners and top management, where tailored DEI-investments, mappings, analysis, and consultancies which will help companies and organizations to take concrete steps towards equitable and inclusive workplaces, is at the top of the agenda.

Aygül Kabaca, former COO at Make Equal, is now appointed new CEO of the new company. Aygül is a passionate leader with extensive experience in driving change in organizations and society. She has a clear leadership focus in her vision for where she wants to drive Make Equal and their customers.

*- I am incredibly proud to take over as CEO when Make Equal now embarks on the next phase of its journey. By focusing wholeheartedly on trainings, capacity building and consultancies, we have the golden opportunity to through our customers make an even bigger difference, accelerating the change towards more equitable and inclusive workplaces. It's a matter of rights, responsibilities, and common sense. Which is right according to the law, good for the individual, and of course absolutely crucial for business and profit! says Aygül Kabaca.*

Frida Hasselblad, former CEO, will step into the senior role of business developer and major client strategist. With over 10 years of experience in driving the organization forward, and with 15 years of experience in the field, Frida will use her broad expertise to strengthen Make Equal's offer on the customer side. In the autumn, we will see the launch of a completely new concept, tailored for managers and leaders in small, medium and large companies, in Sweden and internationally.

Make Equal Culture and Performance AB strives to be a role model. They believe that it is possible to combine value-driven work based on good values for society and the individual, with doing successful business. At a time when more and more organizations, locally and globally, realize that real diversity and inclusion work is crucial for their future, Make Equal exists as a courageous partner, kindly challenging, always inclusive and focused on solutions.

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