

New Head of the Value Home business area appointed

BHG Group AB (publ) ("BHG") informs that Johan Engström has been appointed Head of the Value Home business area and as of today's date is part of BHG's management team. Johan Engström comes most recently from the role of CEO at Lekia and has previously, among other things, been CEO of the outdoor furniture company Brafab and Managing Director of Brio toys.

Johan Engström succeeds Christian Eriksson who has left BHG after having worked within the group since 2013 in roles as CEO of Home Furnishing Nordic AB and most recently as Head of Value Home.

"I am very happy that Johan Engström is joining BHG. With his broad and relevant experience, Johan will strengthen the team and our ability to execute our strategy for growth and profitability. At the same time, I would like to thank Christian Eriksson for his long and valuable contribution to BHG, first as CEO of Home Furnishing Nordic and then as Head of Value Home. Christian has been a role model leader and a key person in creating the BHG we have today," says BHG CEO Gustaf Öhrn.

"BHG is in an exciting phase and has a well-defined strategy in place, while there are signs that the market is turning around after a challenging period. I look forward to joining the team and executing the strategy and further developing the Value Home business area," says Johan Engström, Head of Value Home.

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Attachments

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