

Adam Schatz steps down as CEO of BHG Group

BHG Group AB's (publ) ("BHG") CEO and Board of Directors have jointly decided that Adam Schatz leaves his position as CEO of BHG Group and that Chairman Gustaf Öhrn takes over as acting CEO. The recruitment process for a new CEO will begin immediately.

"Adam took over as CFO of BHG in April 2019 and has successfully led the business since he was appointed CEO in February 2020. In parallel with many acquisitions and profitable, organic growth, Adam and his team have coordinated and streamlined BHG, thereby laying the foundation for sustainable profitable growth. However, we see a need for further operational experience in the phase BHG is now in and have jointly concluded in our dialogue that it is time for a new leadership", comments Gustaf Öhrn, Chairman of the board of BHG Group.

"It has been an honor to develop BHG together with all entrepreneurs and employees since 2019, more than double net sales and take important steps in consolidating the business. I am proud to hand over the leadership of a well-run BHG to the next person. I wish BHG and all colleagues great success in the future as well," comments Adam Schatz, outgoing CEO of BHG Group.

Gustaf Öhrn remains a board member but hands over the chairmanship to Christian Bubenheim during the period he works as acting CEO.

Adam Schatz will during a transition period assist BHG in the management of the business.

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About Us

BHG is the number 1 consumer e-commerce company in the Nordics. In addition to our Nordic operations, we also have a significant presence in the rest of Europe, as well as in selected markets outside of Europe. Our strong position in these markets makes us the largest European online pure-play within the Home Improvement space, meaning do-it-yourself and home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling over 1.7 million products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 100 online sites – including sites like www.bygghemma.se, www.trademax.se, www.chilli.se, www.furniturebox.se and www.nordicnest.se – and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker "BHG."

The BHG brands employ more than 3,000 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.

Attachments

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