



PRESS RELEASE

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RevolutionRace appoints Hanna Blixt as new COO

Hanna Blixt has been appointed Chief Operating Officer (COO), a new role in the management team with responsibility for, among other things, logistics, customer service and HR, starting on November 1, 2022.

Hanna was previously Business Development and Insight Director and has been employed within RevolutionRace since 2020. Her previous experiences include leading positions within various companies such as Gina Tricot and Nelly.

"It is with pleasure that I can present Hanna as our new COO and I look forward to continuing our good collaboration. It is particularly gratifying to recruit this position internally. With the creation of the new COO role and the new department that Hanna will be responsible for, we get an even greater focus on high customer satisfaction and efficiency", comments Paul Fischbein, CEO RevolutionRace.

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About RevolutionRace

RVRC Holding AB (publ) (RevolutionRace) is a fast-growing outdoor company offering multifunctional products including clothes, shoes, backpacks, and accessories to people with an active lifestyle. RevolutionRace ambition is to create high-quality, colorful, and affordable outdoor products with an amazing design and fit at unmatched value under the tagline "Nature is our playground." The company operates with a digital D2C business model reaching customers in more than 35 countries with 18 unique webshops. The company was founded in 2013 by Pernilla and Niclas Nyrensten and is listed on Nasdaq Stockholm since 2021. RevolutionRace is on a mission – to make the nature accessible for everyone!

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Attachments

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