

## Henrik Norrbom appointed new CEO of Norva24 Group

**The board of directors of Norva24 has appointed Henrik Norrbom CEO of Norva24 Group. Henrik will assume the position on September 18, 2023**

Henrik Norrbom is currently the Managing Director of Cramo AB, an equipment rental company with a turnover of approximately SEK 3.5 billion, and 1,000 employees in 96 locations. In his existing role, and many previous positions, Henrik has gained highly valuable experience and expertise in managing geographically dispersed and decentralized organizations, heading up operations in the Nordics, Baltic and mainland Europe, carrying out integrations through mergers and acquisitions, as well as building strong international and customer-focused cultures. He has a well proven track record from several executive management positions in different industries, such as equipment rental (Boels Rental and Cramo) and telecom (Telia Company, Skanova and Eltel Networks). Henrik is a former navy officer having served in the Swedish Armed Forces, holding the rank of Naval Captain. He has studied at IHM Business School in Stockholm. Henrik Norrbom is of Swedish nationality and lives with his family in Stockholm, Sweden. He will work from Norva24's head office in Oslo, Norway.

- I am very happy that Henrik Norrbom has accepted the challenge to lead the work to further develop Norva24 to become the European leader of our industry. We already have many skilled employees who every day deliver a range of services to many satisfied customers, and who have developed Norva24 to become the clear market leader in our industry in Northern Europe. With Henrik we are getting a highly skilled CEO with the right experience and expertise to continue the strong development of Norva24. We must continuously develop further, and I am confident that Henrik will be able to lead this work in an excellent way, says chairman Vidar Meum.

- Norva24 is on a very exciting journey to become a European market leader within UIM services. I see great potential and opportunities to further develop the organization and create even more value for our shareholders, customers and employees, says Henrik Norrbom. I am very much looking forward to getting started and together with the many talented colleagues embark on that journey. Norva24 is similar to many of the companies I have worked with; a geographically dispersed organization based on a branch network and a strong company culture. I always make my utmost to be a visible, accessible and a communicative leader. - I believe that strong and long-lasting results are built on a fundament of trust and good relations. Therefore, I will make it my priority to visit as many branches as possible and get to know as many colleagues I can to spark a dialogue about our shared future, says Henrik further.

As earlier communicated, Henrik Damgaard (current CEO) will step down as of August 1, 2023 to assume a position as CEO of Kompan in Denmark, a company in a different and non-competing industry. Stein Yndestad, currently Chief Corporate Development Officer (CCDO), will assume a

position as acting CEO from August 1 until September 18, 2023. Stein has been part of Norva24's group management team since 2017 and has worked closely with Henrik Damgaard in the last six years, a period of strong development and growth of Norva24. Stein will also keep his responsibilities as group CCDO during the interim period.

For further information, please contact

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Norva24 is the leading northern European player in the Underground Infrastructure Maintenance (UIM) industry [1] and offers UIM services, such as emptying, pressure washing and pipe services. As of today, the company operated 76 branches [2] in Norway, Germany, Sweden and Denmark, with approximately 1,600 employees. The company's history dates back to 1919 and Norva24 has since evolved from a company with Norwegian roots to being a market leader in UIM services in Norway, Germany, Sweden and Denmark. Norva24 has a history of completing acquisitions to enter new markets or to consolidate its local market position, taking advantage of the highly fragmented UIM market in Europe, which is characterized by mostly small, local companies. In its four markets, the company has conducted 40 acquisitions since 2015. [www.norva24.com](http://www.norva24.com).

[1] Measured in revenue.

[2] The term "branch" refers to places of business in various locations in which the company conducts its operations.

*This information is information that Norva24 Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-06-21 07:30 CEST.*

## Image Attachments

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[HenrikNorbom](#)

## Attachments

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