

# Gustaf Öhrn is appointed President and CEO of BHG Group

**The board of BHG Group AB has appointed Gustaf Öhrn as President and CEO. Gustaf has had the role of acting CEO since August 12, 2022 and will take up his permanent role immediately.**

The decision regarding the CEO position in BHG Group has been preceded by an extensive and thorough recruitment process. The board believes that Gustaf Öhrn is the most suitable candidate to lead BHG Group during the next phase of the Company's development. During most of his professional life, Gustaf has been CEO of retail companies and brands such as Åhlens, Stadium J. Lindeberg etc. and in addition held senior positions within H&M.

In connection with Gustaf Öhrn taking office as acting CEO of BHG Group, he handed over the chairmanship of BHG Group to Christian Bubenheim but remained a board member. Gustaf is leaving BHG Group's board as a result of his appointment as ordinary CEO.

## Contacts

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## About Us

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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](http://www.bygghemma.se), [www.trademax.se](http://www.trademax.se), [www.chilli.se](http://www.chilli.se), [www.furniturebox.se](http://www.furniturebox.se) and [www.nordicnest.se](http://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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