

Sara Sterner appointed Head of HR, Communications and ESG

BHG Group AB (publ) ("BHG") hereby announces that Sara Sterner will assume the position as Head of HR, Communications and ESG. Sara Sterner will be part of BHG's management team and joins today 12 January. Sara Sterner most recently came from the role of CEO at PåHoj AB and holds a number of Board of Directorships. Sara was earlier responsible for communications, PR, HR and strategy and finance at Orbital Systems, and was the Co-founder of Agentum, focusing on the recruitment of strategically important roles.

Sara has experience from both operational and strategic roles, with a solid foundation in HR, communications and sustainability.

BHG's President and CEO, Gustaf Öhrn, comments: "We are very pleased that we have succeeded in recruiting someone of Sara's caliber. Sara's role covers three important areas for BHG and our continued growth; our employees, running and coordinating our communications and coordinating and strengthening our continued ESG efforts."

Sara Sterner comments: "I am very happy to take on this role as responsible for three areas that are all close to my heart. BHG is an interesting mix of a listed company characterized by a truly entrepreneurial spirit."

Sara Sterner takes over from Maria Morin who left BHG at year-end for another position outside of BHG.

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About Us

BHG is one of the largest consumer e-commerce companies 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 one of the leading 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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