

New organisation and new members of BHG Group management

From 1 January 2023, BHG Group AB (publ) ("BHG") will govern and report its operations in three new segments: Home Improvement, Value Home and Premium Living. This change is being made based on the strategic development happening within the Group, including improved opportunities to adapt the offering to the needs of different customer groups and clarify synergies.

Home Improvement includes a comprehensive offering for Nordic DIY customers with a broad range of well-known products, brands and related services at market-leading prices.

Value Home is for price-conscious European customers who want value for their money, with a broad and relevant range for the home.

Premium Living offers customers interested in home furnishings a unique range of premium Scandinavian design products at an attractive price.

As a result of the new structure, new Segment Heads have been appointed as of 1 January 2023. All of them have operational experience from successfully leading and building online operations focused on the consumer market and will be part of BHG Group's management team as of 1 October 2022:

- Mikael Hagman, Group COO, currently Head of the DIY segment and member of BHG Group's management team, will remain in his management role and has been appointed Deputy CEO and Head of the Home Improvement segment.
- Christian Eriksson, currently Head of the Home Furnishing segment, has been appointed Head of the Value Home segment and will become a new member of the management team. Christian was during 2014-2019 member of BHG Group's management team and has held management roles at BHG Group since 2014, including as Head of Home Furnishing Nordic. Prior to this, he held various roles at CDON.com, including as President (2011-2013).
- Bank Bergström, CEO of BHG Group's subsidiary Nordic Nest since 2017, was appointed Head of the Premium Living segment and a member of management. Bank previously worked at MediaMarkt, where he held various roles such as Sales Manager and Store Manager, MD.

"These changes are in line with BHG's updated strategy, which we will continue to refer to as more decisions are made in the future. Strengthening the management team will enable an increased focus on customer needs and how we can optimise our marketing activities in our segments. This requires operational expertise and extensive experience from building operations in the consumer and online market. I'm therefore very pleased that Mikael, Christian and Bank will be leading their respective segments and contributing to the Group by participating in BHG's management," says Gustaf Öhrn, acting CEO and Board member.

In addition to the above individuals, BHG's management includes a CEO, CFO and CHRO, Communications & ESG.

Contacts

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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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