

Ege Carpets A/S raises profile and gets a new leadership

In the future, Ege Carpets will focus more on branding, positioning and marketing. This is to exploit the considerable potential created by the merger of the subsidiaries and the consolidation of the activities under one name.

As part of this strategy, it was also decided to appoint a new leadership at Ege Carpets. The long-standing partners John Vestergaard and Svend Aage Nielsen, who have led the company through a long period of acquisitions in a group structure, will therefore resign by mutual agreement.

Rune Stephansen, 55, will take over as the new CEO. He has, among other things, experience as CEO of Nobia Danmark (HTH Køkkener, Invita and uno form).

Ege Carpets, which mainly supplies solutions to the hotel, office and cruise industries, is ending the 2020/21 financial year with a less positive result than expected, but the company expects a significant improvement in results in the future.

Background

Ege Carpets Herning is in the process of consolidating all its activities under one name and, as a next step, will strive to position itself even more strongly in the future with an internationally recognised and distinct profile. The merger of 3 major subsidiaries, Hammer Tæpper, Benzon Carpets and Carpet Concept in Germany, is expected to be completed by the end of the year. The next phase is to present itself more distinctly and clearly under a single name and a unified identity, Ege Carpets, with the declared aim of intensifying growth.

This forward-looking strategy requires new skills. For this reason, the long-standing management team of John Vestergaard and Svend Aage Nielsen are leaving the company by mutual agreement. This will take place as of today.

Ege Carpets already has a strong base in the Nordic countries. It is also a key element of the new strategy to increase efforts in the Group's other main growth markets in Germany, Austria, Switzerland, France, the Netherlands and England, where there is significant potential. This applies to both the office and hotel segments, as well as to the global cruise ship market, where the Group has a particularly strong profile.

John Vestergaard and Svend Aage Nielsen, who formed a two-person management team, have been at the helm of Ege Carpets for many years, during which time the company has grown both organically and through major acquisitions and expansions.

They state: *"We have set the course for the new direction ourselves and note the Board's desire to focus more on marketing and branding. We have both had a fantastic time at Ege Carpets, which has been a joint project for us for most of our careers. We are now moving on to new chapters in our lives and wish ege and the new leadership all the best for the future."*

Chairman of the Board Søren Eskildsen comments:

"The Board would like to thank John Vestergaard and Svend Aage Færch Nielsen for their dedicated and loyal efforts over the past 14 years, during which time they, as the leaders, have been primarily responsible for the sustained and safe development that has taken place over a long period of time. Together they have shaped the strong values and culture of the Group, in particular with an emphasis on responsibility and sustainability. It has been a time in which many external circumstances have changed and in which egetæpper's position has remained stable in a changing industry."

Rune Stephansen, 55, will take over as the new CEO. He has held senior positions within the Nobia Group since 2009, most recently as CEO of Nobia, Denmark A/S (HTH køkkener, Invita & uno Form), which has 1400 employees. Rune Stephansen has extensive experience in organisational development and execution and generally in leading large collaborative organisations.

Rune Stephansen states:

"I am honoured to have been chosen to lead such a reputable, healthy and decent company as Ege Carpets. I have great respect for the Group's position as a leader in the Danish carpet industry, and for the results it has achieved over many years. I am looking forward to my new job, which will be to continue these core values and, together with all the talented employees, to move the Group in the agreed direction, with good collaboration throughout the entire organisation."

For more information, please contact the Chairman of the Board, Søren Eskildsen, +45 2363 5263.

Rune's profile annexed.

Our new CEO Rune Stephansen

Rune is 55 years old, he lives in Sweden North of Gothenburg and is married to Anna Karin who is working for the University hospital in Gothenburg.

Together they have 3 grown-up kids.

Rune comes from the retail segment and comes from a position as CEO for Nobia Denmark in Ølgod where he has been pendling to Sweden in the weekends. He has the intention of doing the same thing here. It is very important for him to keep fit and in balance.

Before the position at Nobia Rune was CEO for Marbodal in Sweden which is Nobia's Swedish company.

Rune has lived in Sweden since 1993.