

17 February 2022

## Heimstaden Appoints Michiel Vrijman as Country Manager in the Netherlands

**Heimstaden has appointed Michiel Vrijman as Country Manager at Heimstaden Netherlands. He will start 1 April 2022, replacing Eddo Rats who moves on to his new role as co-COO at Heimstaden.**

Vrijman has more than 20 years' management experience in the residential real estate and hotel industry. He is currently Senior Director of Operations at Greystar and has previously had various management roles at Golden Tulip, Eden Hotels and Stayokay.

*"We are very pleased to be welcoming an experienced and customer-oriented person as Michiel to Heimstaden. With his broad knowledge of the residential rental market and service-oriented mindset developed in the hotel industry, he will play a key role in further improving our customer service and Friendly Homes concept in the Netherlands,"* says Patrik Hall, CEO at Heimstaden.

In 2020, Heimstaden established many regional offices in the Netherlands and is now providing services to the Dutch customers from their own in-house management. Vrijman's initial focus will be to further optimise the company's operations and customer experience.

*"I am looking forward to join the great Dutch team. Together, we will further explore all opportunities to improve our way of working and providing Friendly Homes to our Dutch customers in line with Heimstaden's values Care, Dare, Share,"* says Vrijman

---

### Contact:

Christian V. Dreyer, CCO

+47 907 24 999

christian.dreyer@heimstaden.com

---

Heimstaden is a leading European residential real estate company that buys, develops, and manages homes. Through our values Care, Dare and Share, we create value for owners and Friendly Homes for customers. We own about 150,000 homes with a property value of SEK 290 billion. Read more at [www.heimstaden.com](http://www.heimstaden.com).

---