

## **Daniel Juhlin appointed new CEO of Plantasjen**

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**Daniel Juhlin has been appointed new CEO of Plantasjen, the Nordic region's leading chain for sales of plants and gardening accessories. Daniel Juhlin has extensive experience from the consumer goods and retail sector, most recently as CEO of Byggmax AB, which is part of Byggmax Group AB. He will assume the position in December this year.**

Daniel Juhlin has more than 15 years' experience from the consumer goods and retail sector. He most recently served as CEO of Byggmax AB, part of Byggmax Group AB, prior to this he was deputy CEO of Byggmax Group AB and Head of Marketing- and IT/online. Earlier positions include CEO of Candyking Sverige AB and CEO of Friggs AB. He is 43 years old and has a degree in Industrial Economics from the Royal Institute of Technology in Stockholm. Daniel will assume his position as CEO of Plantasjen in December.

"In recent years, Plantasjen has implemented a number of initiatives, such as the launch of small-format store concepts, changes to the supply chain and the acquisition of SABA Blommor AB. Daniel will contribute to Plantasjen's onward journey through his previous experience from consumer product companies and working in sales development, operational improvements and e-commerce focusing on the customer. His background is suitable for Plantasjen's plans to develop e-commerce solutions and thereby renew its customer offering with the goal of improving customer satisfaction," says Hilde Britt Mellbye, Chairman of Plantasjen.

Plantasjen is the Nordic region's leading chain for sales of plants and gardening accessories with around 120 stores in Norway, Sweden and Finland and a primary focus on consumers. Sales amounted to NOK 3,624m and adjusted EBITA to NOK 293m in 2016.

For further information, please contact:

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*Plantasjen is the leading brand for plants in the Nordics. With more than 120 stores in different formats and a growing number of smaller shops closer to people in Norway, Sweden and Finland we continue to strive for our mission - Improving life with plants for the many. Plantasjen has revenues of more than 3,5 billion NOK and 1,000 employees with a passion for plants. During 2016 we helped approximately 13 million customers to improve their life with plants. Since 2016, Plantasjen is owned by the Nasdaq Stockholm listed investment company Ratos.*