



Erik van der Maat joins Felina Group as Chief Commerical Officer

Starting from December 1, 2019 Mr. Erik van der Maat joined the Felina Group, part of European Lingerie Group, as Chief Commerical Officer (CCO). Erik van der Maat is an experienced professional with over 35 years of work history and a proven record in the international intimate apparel industry across all distribution channels.

As the newest addition to European Lingerie Group (ELG) leadership, in his position as CCO Erik van der Maat leads the sales organization of Germany, Switzerland, Austria and international sales of the Felina Group, reporting directly to the CEO.

"We are pleased to announce Erik van der Maat as Chief Commercial Officer at Felina Group. He has decades of experience in sales for various brands in the lingerie industry and is a real asset for us. We welcome Erik to Felina and ELG and wish him success in supporting the growth of the group," said Mr. Indrek Rahumaa, CEO and Board member of the Group.

"I am delighted to join the Felina Group and ELG and I am looking forward to working together with the Felina and ELG team," said Erik van der Maat.

Mr. Erik van der Maat most recently comes from Van de Velde, a lingerie business, where he held the position of Country Manager Northern Europe. He has a degree in Commercial Studies from HEAO Eindhoven, alongside additional education in fashion and textiles. He is fluent in Dutch, French, English, German and Italian.

Felina Group, its history dating back to 1885, designs, manufactures and distributes premium lingerie under the brand names "Felina" and "Conturelle". Felina is headquartered in Mannheim, Germany, its home market also being Felina's largest individual market. Felina Group is part of European Lingerie Group, a fully vertically integrated intimate apparel and lingerie group.

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European Lingerie Group AB (ELG) is a fully vertically integrated intimate apparel and lingerie group with main production located in the Baltics, Hungary and Germany and with sales worldwide in 46 countries and online. The Group produces fabrics for lingerie garments under the brand Lauma Fabrics and supplies leading lingerie manufacturers in Europe and rest of the world. The Group designs, manufactures and sells branded its own premium lingerie under the brands Conturelle, Felina and Senselle. ELG also owns Dessus-Dessous, the largest online retailer of lingerie and swimwear in France. The Group is headquartered in Stockholm, Sweden. More information available at www.elg-corporate.com.