



Neeme Jõgi joins European Lingerie Group as CEO

Starting April 2021 Mr. Neeme Jõgi joined European Lingerie Group (“ELG” or “the Group”) as Chief Executive Officer (CEO). Mr. Jõgi is an experienced executive with a proven track record of leading and growing large scale manufacturing businesses over the last 25 years.

As the newest addition to European Lingerie Group (ELG) leadership, in his position as CEO Mr. Jõgi leads the Group Management Team and operations of the Group. As the Group CEO, Mr. Jõgi will be holding relevant appointments as a Board member in entities of ELG.

“My responsibilities will cover as well as goals will be set for the whole spectrum of the Group business, from opening new business directions to production development and efficiency, creating effective sales channels, and achieving better marketing results. Of course, the key to accomplishing all the above is the highly experienced and efficient ELG team,” commented the newly appointed CEO of the Group, Mr. Neeme Jõgi.

“I am delighted to welcome Mr. Neeme Jõgi to European Lingerie Group. I wish him all the success in driving the Group’s business growth and strengthening our international market position,” said Mr. Indrek Rahumaa, ELG’s main shareholder and member of the Board of Directors, who also held the position of Group CEO from October 2019 until April 2021.

Mr. Neeme Jõgi is an experienced business executive with a proven track record of leading and growing large scale manufacturing businesses in the Baltic region over the last 25 years. His experience comes mostly from the fast-moving consumer goods (FMCG) sector, having gathered remarkable know-how on company turnaround, new marketing architecture and results focused development.

Mr. Jõgi has a MA degree in Economics from Tallinn University of Technology and a EMBA degree in Strategic business planning from Estonian Business School. He is an Estonian national and speaks Estonian, Russian, English and Finnish.

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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-

