

Nina Jönsson new CEO of Plantasjen

Nina Jönsson has been appointed the new CEO of Plantasjen. Nina comes most recently from her role as CEO of the Ratos company HL Display, and will take office on 27 May.

During her four years as CEO of HL Display, she transformed the company into an international market leader with sharply improved profitability and customer and employee satisfaction.

Nina has a BSc in Business Administration, Economics and Marketing and extensive experience in international retail. Her career includes the position of Senior Vice President Category & Purchasing for ICA Sverige and 19 years in a variety of executive positions at Procter & Gamble.

“We believe that Nina’s extensive operational experience in the consumer goods industry and well-documented ability to improve profitability with the customer and employees in focus will make her a great leader for Plantasjen. We’d like to thank Olav Thorstad for laying a solid foundation in our efforts to strengthen the customer offering and increase customer satisfaction. In these times with new market conditions, it’s clear that many customers are prioritising the kinds of products and services that Plantasjen has to offer. An increased focus on domestic consumption and investments in home and garden mean good conditions for Plantasjen to further advance its position under Nina’s leadership in the next few years,” says Anders Slettengren, Head of Business Area Consumer & Technology, Ratos, and Chairman of Plantasjen.

“I look forward to continuing to develop Plantasjen into the leading player in plants, flowers and related products in the Nordic region. We have good potential for creating the conditions to help people improve their well-being by caring for flowers, plants and gardens. Satisfied customers and employees that develop, those are my passions,” says Nina Jönsson.

Ratos became an owner in Plantasjen in 2016. Today, the company is the Nordic region’s leading chain for sales of plants and gardening accessories with around 140 stores in Norway, Sweden and Finland and a primary focus on consumers. Plantasjen has approximately 1,300 employees and sales of SEK 4 billion for the rolling 12-month period ending 31 March 2020.

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About Ratos:

Ratos is a business group consisting of 12 companies divided into three business areas: Consumer & Technology, Construction & Services and Industry. In total, the companies have SEK 38 billion in sales and EBITA of SEK 1.8 billion. Our business concept is to develop mid-sized companies headquartered in the Nordics that are or can become market leaders. We enable independent mid-sized companies to excel by being part of something larger. A focus on people and leadership, culture and values are key components of Ratos. Everything we do is based on Ratos’s core values: Simplicity, Speed in Execution and It’s All About People.

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