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Ratos makes changes to leadership of Oase Outdoors

Oase Outdoors (Oase) co-founder Henrik Arens will pass on his current role as CEO to Henrik Bernth in late summer 2022. In conjunction with the appointment of a new CEO, Henrik Arens will take on the role as Chairman of the Board of Oase. Anders Slettengren, President Business Area Consumer at Ratos and current Chairman of the Board, will continue as a Board member.

Henrik Arens has, for many years, provided the leadership and experience required to bring Oase to its current position as a leading manufacturer of camping equipment in the European market. Henrik Bernth is well known to many in the industry, having held the position as Sales Director at Oase before moving to the Danish Ocean Textile Group as its CEO three years ago. Bernth is now re-joining Oase to take on his new position by 1 August 2022 at the latest.

"I would like to thank Henrik Arens for his outstanding commitment. Oase has achieved an impressive development under his leadership. Furthermore, it is positive that his successor Henrik Bernth already knows the company. This will guarantee stability and speed in execution. I also look forward to continuing my cooperation with Henrik Arens, now as a Board member," says Anders Slettengren, current Chairman of the Board of Oase and President Business Area Consumer at Ratos.

"With a clear strategy, a year with record-high growth and an industry with a healthy future, the timing is good for a new CEO to lead Oase into the future," says Henrik Arens.

"I am humble and proud to be taking on the role as CEO of Oase. I am familiar with the company but I am nevertheless impressed with its amazing development in recent years. I very much look forward to leading the way, together with the Oase team, as Oase takes the next step in its growth journey," says Henrik Bernth, incoming CEO of Oase Outdoors.

About Oase Outdoors

Oase Outdoors develops, designs and sells innovative camping and outdoor equipment under three strong brands: Outwell®, Easy Camp® and Robens®. Oase Outdoors offers a broad product range mainly comprising tents, camping furniture, sleeping bags and other outdoor equipment. The three independent brands clearly cater to different target groups – families, beginners, festival goers and experienced adventurers – who have different requirements in terms of quality and price, and who want to enjoy the outdoors with high-quality equipment.

For further information:

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About Ratos

Ratos is a business group consisting of 13 companies divided into three business areas: Construction & Services, Consumer and Industry. In total in 2021, the companies had approximately SEK 35 billion in sales. Our business concept is to develop companies headquartered in the Nordics that are or can become market leaders. We enable independent companies to excel by being part of something larger. People, leadership, culture and values are key focus areas for Ratos. Everything we do is based on Ratos's core values: Simplicity, Speed in Execution and It's All About People.