

Neol Abdayem joins Dentalum's Investment Committee

The so-called toothbrush king, also founder of The Humble Co., **Noel Abdayem**, who has been a shareholder in Dentalum for some time, is now taking a seat in the company's investment committee.

Noel Abdayem is a dentist as well as a successful entrepreneur. In 2013, parallel to his dental studies in Riga, Latvia, Noel started The Humble Co. that initially produced an environmentally friendly bamboo toothbrush. The Humble Co. grew to become a powerful distribution company and is today the leading FMCG group in health and wellness.

Noel has been awarded "Årets Raket" within YEoS - Sweden's leading network for young entrepreneurs with high ambitions and received an award from King Carl XVI Gustaf as the year's young pioneer. Noel has also co-founded the Humble Smile Foundation, which aims to ensure and improve children's dental health globally.

- It is exciting to welcome Noel to Dentalum and we look forward to a rewarding exchange and a successful collaboration together. Noel's experience and industry knowledge make a strong contribution to Dentalum's investment committee and our continued growth journey, says Max Dorthé Ladow, Dentalum's CEO.
- For some time now, I have been observing Dentalum's rapid growth and I am impressed with the clinics Dentalum has acquired so far. It feels great to be part of the continued journey together with the company and contribute with both my expertise and network, says Noel Abdayem.

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Dentalum Operations AB (publ) is a fast-growing dental service organisation focusing on acquiring profitable and sustainable dental clinics in the Nordics. Dentalum's philosophy is built on local identity, where the clinic owners continue as entrepreneurs operating the clinics with a high degree of independence post-acquisition. Dentalum's goal is to build a world class organisation by creating a strong corporate culture, positive work environment and growth opportunities which motivate and engage our coworkers to provide the highest quality of care and a remarkable service to our patients. For more information, please visit www.dentalum.com