

# ELLOS GROUP

ellos **Jotex** STAYHARD

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## **Ellos Group invests in increased diversity together with Mitt Liv**

**Ellos Group has initiated collaboration with Mitt Liv in order to increase diversity. The programme is part of Ellos Group's ambitions for long-term sustainable value creation.**

"Integration is one of today's great challenges. We want to do what we can to contribute to increased diversity, both in society and in our company. Mitt Liv's partner programme is an excellent tool for better utilising the huge wealth of knowledge that is available in our country in the form of new arrivals," says Johnny Eriksson, HR-Director at Ellos Group.

E-commerce success in the fashion and home furnishing segments depends on excellence in design and IT, among other areas. This is one of the reasons why Ellos Group should be a workplace that attracts as many people as possible, regardless of the person's background in terms of religion, ethnicity, culture or other factors.

"Increased diversity in our company is positive in several respects. Among other things, we want to reach more customers with our offer. We operate in all Nordic markets and target broad customer segments," explains Annika Mårtensson, Sustainability Manager at Ellos Group.

"At Mitt Liv, we are very happy about the collaboration with Ellos Group and grateful for the confidence that has been placed in us. We are really looking forward to fruitful cooperation, where we will jointly work for a more inclusive labour market," says Marija Djuricic, Regional Manager at Mitt Liv in Gothenburg.

In the first stage, training will be in focus as well as Mitt Liv's mentoring programme, Mitt Livs Chans. This means that about ten employees will have the chance to increase their knowledge about diversity and also broaden their perspective and contribute to another individual's personal development in the labour market.

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Ellos Group – with companies Ellos, Jotex and Stayhard – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 800 employees and 2014 sales of SEK 1.9 billion. Ellos Group's principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.