



RugVista Appoints Anders Matthiesen as Chief Operating Officer

RugVista Group AB announced today the appointment of Anders Matthiesen as Chief Operating Officer and he will join the company's management team once he starts on October 4th.

Anders Matthiesen has spent the past 10+ years driving operational efficiencies and enhanced user experiences across a range of industries such as oil & energy, financial services, and consumer goods. He joins from the global jewelry brand Pandora where he spent the past five years evolving the company's omni-channel strategy and supply chain. Before Pandora, Anders spent 5 years working with a range of clients to develop and optimize operational processes as a management consultant at Implement Consulting Group.

Anders received his degree in Economics and Business Administration and a master's degree in Supply Chain Management from Copenhagen Business School.

"Anders is a perfect addition to the RugVista team with his broad and extensive background driving operational excellence topics as well as post-order customer experience enhancement", said CEO Michael Lindskog. "We have an ambitious growth agenda and maintaining operational excellence plus continuously developing our world-class customer experience will be key to long-term success."

"Joining RugVista is an exciting new opportunity where the company already has a solid base from which we can develop world-class operational processes", said Anders Matthiesen. "RugVista has a bold long-term strategy, and I am looking forward to working with everyone to help materialize those ambitions."

For more information:

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About RugVista Group AB

RugVista Group AB (publ) is one of the leading European direct-to-consumer online platforms within carpet and rug sales through its online stores, available in 20 different languages, using the RugVista and CarpetVista brands. The company was founded in 2005 and offers a broad and relevant range of quality design and traditional carpets and rugs. RugVista Group offers its EU based customers free deliveries and returns free of charge. The Group's operations are divided into three segments: Privat consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is the Group's core segment. RugVista Group employs approximately 80 FTEs and is headquartered in Limhamn, Sweden.

The Group's shares are traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG". FNCA Sweden AB, with email address info@fnca.se and phone number +46 (0) 8 528 00 399, is the Group's Certified Advisor.