

## Dampskibsselskabet NORDEN A/S appoints Anne Sofie Staunsbæk Veyhe as CFO

NORDEN has appointed Anne Sofie Staunsbæk Veyhe as Chief Financial Officer, effective 26 October 2026. At the same time, Martin Badsted, who has served as CFO for the past 10 years, will assume the role of Chief Strategy Officer.

CEO Jan Rindbo says:

*"We are very pleased to welcome Anne Sofie to NORDEN. She brings deep financial expertise, broad strategic experience and a strong commercial mindset, and will further develop our CFO area as we continue to grow the business. This is a step to strengthen our leadership setup and support the execution of our strategy. It gives us an even sharper focus on how we prioritise capital, drive commercial decisions across the business and continue to develop NORDEN as a stronger and more integrated freight platform for customers around the world."*

Anne Sofie Staunsbæk Veyhe joins NORDEN from GN Hearing, where she currently serves as Business Finance Officer. She has more than 15 years of experience across finance, investment banking and private equity, including M&A, treasury and investor relations. Prior to GN Hearing, she held several senior leadership roles within GN Group. Earlier in her career, she worked in investment banking and private equity, holding roles at J.P. Morgan, Horizon Capital and Advent International in London.

Anne Sofie Staunsbæk Veyhe says:

*"I look forward to joining NORDEN and working closely with teams across the organisation. The company is in a strong position, with a clear strategic direction and a solid foundation to build on."*

*"My focus will be on maintaining strong financial discipline, supporting commercial decision-making and strengthening our competitive edge by leveraging digital tools and AI to drive long-term value creation."*

In his new role, Martin Badsted will assume responsibility for strategy, capital allocation, M&A activities and risk management.

Martin Badsted says:

*"Over the past few years, an increasing part of my focus has been on strategy, capital allocation, risk management and NORDEN's broader strategic direction. This role enables me to work even more directly across the business on these priorities."*

Kind regards,  
Dampskibsselskabet NORDEN A/S

Klaus Nyborg  
Chair

**For further information:**

Lasse Lilholt Raahauge, Head of Communications, tel.: +45 53 58 60 15, e-mail: llr@norden.com