



# Jesper Flemme appointed permanent CFO of BHG Group

10 DECEMBER 2020, 4:00 P.M. CET

BHG Group AB (publ) ("BHG") announces today that Jesper Flemme, who has been acting CFO of BHG since 20 February 2020, has been appointed permanent CFO.

BHG's President and CEO, Adam Schatz, comments: "Jesper Flemme has played an important role in developing the financial management of BHG since 2016, and in the last few years has grown assuredly into his role as CFO. After working closely together for almost two years, I'm convinced that he's the right person to lead the Group's financial management and reporting and to drive the Group's development together with other members of management."

Jesper Flemme's was Head of Financial Controlling & Group Reporting for BHG from 2016 to 2020. Prior to that he held a similar position at CDON Group, later called Qliro Group, and worked before that as a consultant at Addedo and Deloitte. Jesper Flemme holds a master's degree in economics from Lund University.

BHG's CFO, Jesper Flemme, comments: "I look forward to continuing to drive our commercial development and financial management together with all of the talented employees at BHG. We've grown quickly over the last few years, which means our financial reporting requires a very stable structure. I also look forward to continuing, alongside Adam Schatz, to report and present our development to investors as transparently and clearly as possible."

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*This information is information that BHG Group is obliged to make public pursuant to the EU Market Abuse Regulation. This information was submitted for publication, through the agency of the contact persons set out above, at 4:00 p.m. CET on 10 December 2020.*

**About BHG**

BHG is the number 1 consumer e-commerce company in the Nordics. We're also present in most of Eastern and Central Europe. Our strong position in these markets makes us the largest European pure-play within the Home Improvement space, meaning Do-It-Yourself and Home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling over 800,000 unique products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 85 online sites — including sites like [www.bygghemma.se](http://www.bygghemma.se) [www.trademax.se](http://www.trademax.se) [www.chilli.se](http://www.chilli.se) and [www.furniturebox.se](http://www.furniturebox.se) — and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker "BHG."

The BHG brands employ more than 1,800 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.