

RugVista Group AB (publ) appoints Peter Rosenfors as Chief Technology Officer



RugVista Group has appointed Peter Rosenfors as the new Chief Technology Officer (CTO) as of December 1, 2021, following Ludvig Friberger's decision to step back from daily operations and focus on his role as a member of RugVista Group's Board of Directors.

Peter Rosenfors, who joined RugVista in September, has almost 20 years of experience from technology, technical strategy, roadmap and architecture and leadership. Most recently, he joins from CDON where he was Chief Technology Officer with responsibility for the marketplace's technology platform. Prior to CDON, Peter worked at Axis Communications, Palette Software, FordonsData Nordic, and EDP Consult.

"We have bold strategic ambitions coupled with numerous development initiatives and Peter is a key individual of the team that will help us realize our goals. Peter has already proven in a few months that he is the right person to assume responsibility for our current and future tech-stack and I am thrilled that he will be our new CTO", says CEO Michael Lindskog. "I also want to take this opportunity to thank Ludvig for his tremendous contribution in building the



organization that we are today and look forward to continue working with him in his role as a board member.”

“I co-founded the company in 2005 and have, first as CEO, and during the past few years as CTO, worked hard to build the company into what it is today. I am proud of the fantastic team we have in place today and I feel completely secure in now handing over the baton,” says Ludvig Friberger co-founder, departing CTO, and former CEO. “Peter is without a doubt the right person to lead the continued development of RugVista’s technology platform.”

For more information

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About RugVista Group AB (publ)

RugVista Group 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 AB (publ) 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”.