RugVista appoints Joakim Tuvner as new CFO

RugVista Group AB (publ) has appointed Joakim Tuvner as new Chief Financial Officer (CFO) for the Company and assumes his position in January 2023.

Joakim Tuvner joins from Oatly where he has held the position Vice President Finance, EMEA. He has long experience from leadership positions within business and finance from both Swedish and international growth companies and retail businesses. Joakim holds a Degree of Master of Science in Business and Economics from the University of Lund.

"I look forward to welcoming Joakim to the RugVista team. Joakim will add valuable experience and competence that will benefit the continued development of our business and profitable growth.", says Michael Lindskog, CEO and group CEO at RugVista.

"I very much look forward to joining the RugVista team and to contribute to the continued development of the company", says Joakim Tuvner, appointed CFO at RugVista.

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About RugVista

RugVista is one of Europe's leading "direct-to-consumer" e-commerce players and markets carpets and rugs through its own web-shops available in 20 different languages using the brands RugVista and CarpetVista. The company was founded 2005 and offers a wide and relevant selection of high-quality design- and traditional carpets and rugs at attractive prices. RugVista offers its EU based customers free deliveries and returns free of charge.

The business is divided into three segments: Private consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is RugVista's core segment.

RugVista employs approximately 90 FTEs and is headquartered in Malmö, Sweden. The RugVista Group AB (publ) share is traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG".

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