



September 30, 2024 Regulatory

Changes to senior management – CEO Michael Lindskog leaves Rugvista

The Board of Directors of Rugvista Group AB (publ) has agreed with Michael Lindskog that he today leaves his assignment as CEO of Rugvista. The Board will now commence the process of appointing a new permanent CEO and has appointed Ebba Ljungerud, Board member of the company, as acting CEO effective today.

"The Board would like to express its great thanks to Michael Lindskog, who has led the company through significant and important transitions in recent years. Among other things, Michael Lindskog was involved in shaping the company's long-term strategic plan and led the company's listing process in 2021. With fantastic commitment, he and his management team have developed the company with clear progress forward," says the Chairperson of the Board, Martin Benckert. Michael Lindskog will be available to the Board and the company during the notice period.

The Board has decided to appoint Ebba Ljungerud, current Board member of the company, as acting CEO. Ebba Ljungerud has many years of experience in leadership positions in both Swedish and international consumer-oriented growth companies, currently serving as chairperson of Nelly Group AB. She has previously been the group CEO and CEO of Paradox Interactive AB, as well as the commercial director of Kindred AB.

The journey we have made together at Rugvista is something I will look back on with great pride and joy. It has been incredibly challenging and developing, and I want to thank everyone who has been part of the journey," says Michael Lindskog.



Contact information

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This is information that Rugvista Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 14.00 CEST on September 30, 2024.

Certified advisor

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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.

Number of coworkers within Rugvista Group is approximately 100 FTEs and the company 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".