



# Press release

## Randy Royce new Chief Buying Officer in New Wave Group

Joakim Holmberg leaves his position as Chief Buying Officer (CBO) and is replaced by Randy Royce, who currently works as Manager for New Wave Group's buying office in Bangladesh. Earlier Randy worked at Cutter & Buck, Inc. in USA as Production Manager, and before that he was Brand & Merchandising Manager at Nordstroms in USA.

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**New Wave Group AB** (publ)  
Göran Härstedt  
President & CEO

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### **New Wave Group in brief**

*New Wave is a promotional and retailing company that concentrates on establishing, acquiring and developing trademarks, mainly within the promo wear, leisurewear and gift sector. New Wave operates within two business areas, in the Corporate Promotional area through sales to independent promotion companies, as well as in the Retailing business area via retailers mainly within sportswear and shoes. By operating within both areas, the Group's risk spreading and the coordination advantages increase.*