



Press Release

New Wave Group AB (publ)

New Wave Group employs Joakim Sylmé

New Wave Group has recruited Joakim Sylmé as responsible for the Group's purchasing and trading within the product areas gifts and hard promotional articles with location in Shanghai, China.

Joakim Sylmé, with over 25 years experience within corporate promo, has been active in both the dealer and wholesale segments. Over the past 13 years, his focus has been on international business development and Supply Chain Management in the Dutch wholesale company Xindao Shanghai Ltd. (Shanghai / China), where he, since 2006, also been the CEO. Joakim's responsibilities have been within the product areas for gifts and hard promotional articles.

"I feel incredibly inspired to be back in the New Wave Group and as a step to further develop the group, I enthusiastically looking forward to adding my skills from China and share my experiences into new product areas. New Wave Group has a unique position in the market and a lot of confidence in their dealers. We will manage this confidence well by strengthening and expanding the range and increasing opportunities to do business together", says Joakim Sylmé.

"I am very proud and happy that Joakim join us and he will mean a lot for our future development within the gifts and hard promotional articles" says Torsten Jansson, CEO.

New Wave Group AB is listed on NASDAQ OMX Nordic Exchange in Stockholm. New Wave Group is a growth company that designs, acquires and develops brands and products in the corporate promo, sport, gifts and home furnishings sectors. For more information, please visit www.nwg.se.

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