

# Lammhults Design Group.

**Press release from Lammhults Design Group AB (publ), 556541-2094**

## **New CEO for Lammhults Design Group**

Fredrik Asplund has been appointed as new CEO for the Lammhults Design Group. Mr. Asplund replaces Mr. Rothstein who has decided to step down from his position after six years at the helm of the company. The change will be effective as of today.

"We are delighted to welcome Fredrik Asplund onto the position as CEO of Lammhults Design Group and feel that his credentials and background are ideal for the next phase of the Group's development. His prime tasks will be to accelerate organic growth, pursue acquisition opportunities and deliver increased profitability" comments Anders Pålsson, Chairman of the Board. "Lammhults Design Group is an excellent company with a good team and I would like to thank Anders Rothstein for his commitment and contribution to the Group during the past years", Anders Pålsson concludes.

Fredrik Asplund, 47, has a Master of Science in Industrial Engineering and Management and latterly worked five years in Lekolar Group as CEO. Fredrik has also served within IKEA during twelve years.

"Fredrik has a well documented experience, operational as well as strategic, to establish profitable business development. Moreover, Fredrik has international experience to lead a team towards good results, which gives accurate conditions to further development of the Group" comments Anders Pålsson.

"This is a great honour and opportunity, together with all colleagues in Lammhults Design Group, to lead and develop a Group with such strong brands, within the design furniture market in Scandinavia. I am confident that my experience and great interest in furniture and design will be an asset, says Fredrik Asplund.

Lammhult, Sweden, August 17, 2015

Anders Pålsson, Chairman of the Board of Directors

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Information public August 17, 2015 at 12.00 CET.