

Santa Fe Group names David Byers as CEO Americas



LONDON 27 JULY 2016: Santa Fe Group, a global leader in mobility and relocation services, has today announced the appointment of David Byers as CEO for the fast growing Americas Region. Byers will be responsible for the USA, Canada and Latin America and for driving the continued growth of the company's business and service offering in the region.

"We are very excited to be welcoming David to Santa Fe. Building on our position and capabilities in the USA – the largest mobility market in the world - is key to achieving our strategic goal to expand our global footprint as an end to end mobility service provider," said Martin Thaysen, Global CEO, Santa Fe Group. "His extensive experience and customer insight, coupled with an intimate understanding of the US market will prove invaluable assets as we continue to accelerate our growth and business development in the Americas."

Santa Fe's operations in the Americas currently includes 30 employees in offices in the USA (Texas and Connecticut) and a service set-up in Brazil (Rio de Janeiro). Revenue from the emerging business in the region is growing fast, however from a low base.

Prior to joining Santa Fe, Byers held the position of CEO at CARSTAR, the world's largest auto body repair network with 500 franchise stores and \$800 million in sales. He brings excellent experience in the relocation industry, having spent three years as Chief Commercial Officer at global moving and relocation services provider Sirva between 2008 and 2011, growing the company's market share. Prior to this, Byers had spent eight years with the world's largest tax services provider H&R Block in a range of senior positions including Chief Operating Officer (worldwide) and Senior Vice President for US Operations.

"It's an honor to be joining Santa Fe. The company is the pre-eminent leader in global mobility, and has achieved this through exceptional customer service, and always being customer driven. There is a great scope of opportunity to bring these benefits to many more businesses that still find it a challenge to mobilize their workforce to support their businesses globally. This is an exciting time, and I'm looking forward to working with the talented strong team at Santa Fe to take our unique vision of global mobility further."

Byers will be based at Santa Fe's Houston, Texas office and will report directly to Martin Thaysen, Group CEO.

INVESTOR NEWS



About Santa Fe Group

Operating under the Santa Fe Relocation Services brand, Santa Fe Group is a global mobility company specializing in managing and delivering high-quality relocation services worldwide. Our core competence is relocation services that support corporations and their employees relocate and settle in a new country, assisting them with visas, immigration, home and school, language and cultural training, managing property rentals, delivering domestic and international moving of household goods. We have the ability to provide these services to a consistent high standard, locally and globally. A key aspect is being able to manage our service delivery through our own operations across six continents. Santa Fe Group is listed on NASDAQ in Copenhagen, Denmark. For more information, visit us at www.santaferelo.com

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