



Malmö April 4, 2023

Rugvista appoints Director of Performance Marketing

RugVista Group AB (publ) today announces that the company has appointed Abdullatef Almalouhi as Director of Performance Marketing as of April 3. Director of Performance Marketing is a new role in the company and will be part of the executive management.

Abdullatef Almalouhi has long experience from executive roles within performance marketing, most recently as Head of Digital Marketing at Pets Deli. Previous roles include Head of SEA at Rakuten. He holds a Master of Business Administration from Northampton University, and a Bachelor of Arts in English Literature from Albaath University.

"I am happy to welcome Abdullatef to the Rugvista team and I am certain that he will add valuable experience and competence that will benefit the continued development of our business", says Michael Lindskog, CEO and Group CEO of Rugvista. "Abdullatef will be an excellent addition to Rugvista with his expertise and long experience within Performance Marketing. With the role Director of Performance Marketing, and Abdullatefs experience, we can continue our focus on marketing efficiency while we at the same time take the next steps on our brand journey and create a more inspiring experience for our webshop visitors", Michael continues.

"I very much look forward to joining Rugvista and to be part of and contribute to the continued development", says Abdullatef Almalouhi.

Contact information

Michael Lindskog, CEO

InvestorRelations@rugvistagroup.com

Certified advisor

FNCA Sweden AB
Box 5216
Nybrogatan 34
SE 102 45 Stockholm
info@fnca.se

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 90 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".