



RugVista Appoints Peter Rosenfors as Head of Technology

RugVista Group AB announced today the appointment of Peter Rosenfors as Head of Technology. Peter will also join the company's management team once he starts on September 20th.

Peter Rosenfors has almost 20 years of experience in various technical roles. Most recently, he joins from CDON where he was Chief Technology Officer with responsibility for the technology behind the marketplace platform, technical strategy, roadmap, and architecture. Prior to CDON, Peter worked at Axis Communications, Palette Software, Fordonsdata Nordic and EDP Consult.

Peter received his civil engineering degree in Samhällsbyggnadsteknik – Geografisk IT from Luleå University of Technology.

"We are thrilled to have Peter join the RugVista team. I am especially excited about the invaluable experience and leadership he brings from scaling and developing e-commerce platforms which will be critical for our future growth," said CTO Ludvig Friberger.

"We have an ambitious growth agenda ahead of us and we need top-talent like Peter to help drive the work required to fulfill our objectives while ensuring that our customers continue to receive the best possible end-to-end experience", said CEO Michael Lindskog.

"I'm looking forward to joining a fast-growing category leader like RugVista," said Peter Rosenfors. "The company has a bright future and I am excited to help take the platform and business to the next level."

For more information:

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About RugVista Group AB

RugVista Group AB (publ) is one of the leading European direct-to-consumer online platforms within carpet and rug sales through its online stores, available in 20 different languages, using the RugVista and CarpetVista brands. The company was founded in 2005 and offers a broad and relevant range of quality design and traditional carpets and rugs. RugVista Group offers its EU based customers free deliveries and returns free of charge. The Group's operations are divided into three segments: Privat consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is the Group's core segment. RugVista Group employs approximately 80 FTEs and is headquartered in Limhamn, Sweden.

The Group's shares are traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG". FNCA Sweden AB, with email address info@fnca.se and phone number +46 (0) 8 528 00 399, is the Group's Certified Advisor.