



Orthex appoints Alex Nielsen as Sales Director, Europe and International Markets

Orthex Corporation, Stock exchange release, 11 August 2022 at 3.00 p.m. EEST

Alex Nielsen, (Danish citizen, born in 1972), has been appointed Sales Director, Europe and International Markets at Orthex as of 1 September 2022. He will be a member of the Group Management Team and report to CEO Alexander Rosenlew.

Previously Alex Nielsen has worked amongst others as Chief Commercial Officer at A. Espersen A/S and in Sales Operations and Export Director positions at Carlsberg Breweries and Hasbro Nordic.

CEO Alexander Rosenlew: "I warmly welcome Alex Nielsen to Orthex. He has an extremely strong background in commercial leadership within the consumer goods sector. I am convinced that he will have a strong positive impact on the company's strategy execution. Our aim is to accelerate our growth and refine our processes in the commercial and operations teams to support reaching our growth ambitions".

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Orthex is a leading Nordic houseware producer that strives to make consumers' everyday life easier with its products that are presented under the consumer brands SmartStore™ in storage products, GastroMax™ in kitchenware and Orthex™ in home and plant care categories. Orthex aims to be the industry forerunner in sustainability.

Orthex's net sales in 2021 was 88.7 million euros and operating profit 9.3 million euros. The company has customers in more than 40 countries and local sales offices in Finland, Sweden, Norway, Denmark, Germany, France, and the United Kingdom. Orthex is listed on the Nasdaq Helsinki stock exchange.