



Press Release, 11 of May 2016

THE NEW BOARD OF DIRECTORS OF SOG

At the Annual Assembly of Scandinavian Outdoor Group in Oslo recently, a new Board of Directors was elected. David Ekelund, CEO at Icebug, will continue to lead the very competent board as Chairman.

The new Board of Directors of SOG are:

David Ekelund (Icebug) - Chairman and member of SOG Working Committee

Staffan Rönn (Klättermusen) - Director and member of SOG Working Committee

Mark Suiker (Bergans) - Director

Andreas Holm (Thule) - Director

Maria Stockefors (Sätilla) - Director

John Are Lindstad (Fjällräven) - Director

Nora Helliksen (Helsport) - Director

- It's a board with a good mix of member company representation: Large/medium/small and hard and soft products, says David Ekelund, Chairman of the Board. But most of all, we know that it's a board with a lot of drive and ambition to develop SOG. After having worked through the values last year, the most important task for the board this year will be to set our strategies, and make them manifested in the "SOG Compass". So we're looking forward to another fun year in the service of the members!

For the operational work of SOG, the Board has appointed Sara Wänseth as General Secretary.

The Scandinavian Outdoor Group (SOG) have 55 members, Scandinavian outdoor brands that join together to turn stronger, mainly at an international market. SOG is providing a platform for cooperation and offer projects that strengthen both the image and the profit of the brands, where 1 + 1 = 3.

For further information:

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