

### **Kenneth Nørgaard new CEO of BabySam A/S**

Kenneth Nørgaard has been appointed CEO of BabySam A/S as of September 1, 2015. Kenneth is currently HR director at BabySam and has a long retail background from e.g. IKEA, Hamley's and Magasin du Nord. Kenneth will replace Jeanette Aaen who is moving to a new job outside BabySam.

Chairman for BabySam Sanna Suvanto-Harsaae says: "BabySam has under the management of Jeanette Aaen developed into a true Omni-channel retailer with a strong market leader position. Kenneth will with his extensive retail background continue BabySam's successful path".

Kenneth Nørgaard: "I am excited to take over as CEO of BabySam A/S at a time where we have a stellar platform for continuing profitable growth in both physical stores and online. I look forward to continuing the work already in progress together with our staff and suppliers."

The BabySam board would like to thank Jeanette for the hard work in turning BabySam around and moving it to the market leader position. We wish Jeanette all the best in her new job.

### **BabySam:**

BabySam is a leading baby product retailer in Denmark, founded in 1976, offering a complete range of baby equipment including baby carriages, pushchairs, nursery equipment, clothing, bathing, safety and food products.

BabySam is market leader in the Danish retail market for baby equipment, selling products under its own brands, e.g. Odder, Meda, Scandia and Basic, as well as third party suppliers. The company operates 28 retail stores across Denmark.

### **Polaris Private Equity:**

Polaris Private Equity is a Danish private equity fund, based in Copenhagen, focusing on buy-out investments in well-established small and mid-cap companies in Denmark and Sweden. Polaris' first fund of EUR 188 million was realised in 2008, and Polaris has EUR 1,035 under management in Funds II, III and IV. To date, Polaris has invested in 31 companies and exited 17 and has made over 55 add-on investments in portfolio companies

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