



B&S Group extends Executive team with COO

Mensdorf, Luxembourg – January 15, 2021 (08:00 CET)

B&S Group S.A. (“B&S Group” or the “Group”), a global distribution partner for consumer goods, today announces the appointment of Ken Lageveen (43) as Chief Operations Officer (COO) of B&S Group to enhance progress on the implementation of its 2021-2023 strategic plan. The appointment is effective immediately.

Tako de Haan, CEO: “Peter Kruithof and I are pleased to welcome Ken to the Executive team and consider this extension an accelerator in executing our strategy, and in particular our Digital First approach. Ken has extensive experience in designing operations strategies and brings fundamental expertise in logistics, automation and data analytics. He will add crucial execution power to our strategic plans by means of project performance and operational efficiency enhancement.”

Before his appointment as COO, Ken Lageveen served as the Managing Director Operations of the HTG segment of B&S Group. He holds over 10 years of experience in senior operational leadership roles. Ken joined the B&S Group in 2003 and grew the HTG Segment in the capacity of Commercial Director and Digital Commerce development before becoming the Managing Director Operations within this segment. Ken is a Dutch national and holds a master degree in Business and Entrepreneurship from Groningen University.

Capital Markets Day on April 15, 2021

As announced in our 9M 2020 trading update, B&S Group will host a Capital Markets Day to present its sharpened strategic focus areas and business priorities for 2021-2023. The event date is set at **April 15, 2021**. Further details will be published on our corporate website shortly.

For additional information please contact

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About B&S Group

B&S Group is a global distribution partner for consumer goods in attractive channels and across specialised markets, such as Retail B2B (business-to-business), Maritime, Remote and Retail B2C (business-to-consumer). With a well-trained and experienced workforce of over 2,500 employees, the Group serves as a trusted and reliable partner to suppliers and customers, providing essential distribution services and solving their supply chain complexities. B&S Group operates a flexible, well invested and highly efficient distribution platform that comes with strong barriers to entry. Powered by high capacity warehouses and delivered with expertise in customs and compliance, the Group offers over 40,000 SKUs to its customers in more than 100 countries. Visit our corporate website: www.bs-group-sa.com.