



B&S Group extends Executive team with CCO

Mensdorf, Luxembourg – August 2, 2021 (08:00 CEST)

B&S Group S.A. (“B&S Group” or “B&S”) a global distribution partner for consumer goods, today announces the appointment of Arben Hajrullahu (47) as Chief Commercial Officer (CCO) of B&S Group. This role will oversee the development and execution of B&S’ commercial strategy that underpins the ‘One company, one brand, one vision’ approach as introduced during the [Capital Markets Day](#) in April 2021. The appointment is effective immediately.

Tako de Haan, CEO: “The Executive team is pleased to welcome Arben as CCO of B&S and considers this another step forward in executing our 2021-2023 growth strategy. In this newly created role, Arben will drive our focus on product-market-channel combinations in B2B, B2R and B2C where B&S can be a frontrunner and maintain or obtain leading positions. Arben is a seasoned commercial strategist with a track record of 20+ years within the B&S organization. In this new role, he will further strengthen our ability to expand our network and product portfolio and increase conversion through marketing, all driven by our Digital First approach.”

Arben Hajrullahu has been instrumental in the growth and geographic expansion of the Liquor and Beauty business within B&S. He holds over 15 years of experience in senior commercial leadership roles. Arben joined B&S Group in 1999 and grew the Liquor and Beauty business (74% of total turnover FY 2020) in the capacity of Commercial Director before becoming the CEO for these segments in 2018. Arben is a Dutch national and holds a degree in International Business from Hanze Hogeschool in Groningen.

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About B&S Group

B&S Group is a global distribution partner for consumer goods to Business-to-business (B2B), Business-to-reseller (B2R) and Business-to-consumer (B2C) channels. With a well-trained and experienced workforce of over 2,000 employees, B&S provides essential distribution and marketing services that drive conversion and increase reach. This way, it connects suppliers to wholesalers, retailers and consumers globally.

B&S operates a flexible, increasingly digitised and highly efficient distribution platform that comes with strong barriers to entry. Powered by high capacity warehouses and delivered with expertise



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in customs and compliance, B&S offers a long-tail assortment of consumer goods to a wide range of customers in all the far corners of the world.

Visit our corporate website: www.bs-group-sa.com.