

# ELLOS GROUP

ellos **Jotex** **STAYHARD**

Press release

Borås

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Ellos Group recruits new CEO for Stayhard

Malin Hultqvist Claesson is the new CEO for Stayhard. She comes from a position as Chief Operating Officer at Rum21 and she will join Stayhard in February. The online store Stayhard is a part of Ellos Group.

Malin Hultqvist Claesson was born in 1984 and has a master's degree in Business administration from the University of Gothenburg. She has worked at Rum21, an online retailer within home interior, since 2011, starting as Sales and Marketing Director and the last four years as Chief Operating Officer. Rum21 is a part of the Royal Design Group.

Earlier work experience includes the Management Trainee programme at MTG, a part of the Kinnevik Group.

"We proudly welcome Malin to our e-commerce Group. Stayhard is now entering the next phase, expanding to new markets and broadening the offer through new product categories. Hence, it is very pleasing to get a CEO that has both the leadership skills and entrepreneurial spirit to continue the success story", says Hans Ohlsson, CEO of Ellos Group.

As CEO of Stayhard, Malin Hultqvist Claesson joins the Executive Management team of Ellos Group.

Stayhard was founded in 2005 and quickly positioned itself as a leading actor within online fashion for younger men. The major market is Sweden, but during 2015, Stayhard entered Norway. Main product categories include clothing, accessories, shoes, grooming products and sportswear, with a mix of own and external brands.

"Stayhard has done a fantastic journey in short amount of time. I am really looking forward to contribute to continued success and to develop the company further, by creating value to the customers. The expansion outside Sweden has only begun and we have great opportunities to take a significant position also in the dressed and semi-dressed segments", says Malin Hultqvist Claesson.

Ellos Group acquired Stayhard in 2014 and since 2015, the operations are located at the Group's main facility in Borås, Sweden.

For further information, please contact:

Charlotte Hanson, CEO Assistant  
+46 (0) 33-16 08 05

[www.ellosgroup.com](http://www.ellosgroup.com)

**Ellos Group** – with companies Ellos, Jotex and Stayhard – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 800 employees and 2014 sales of SEK 1.9 billion. Ellos Group's principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.