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Oscar Tjärnberg new CEO for Skånska Byggvaror

Oscar Tjärnberg assumes the position as CEO of Skånska Byggvaror as of October 1, 2017. Oscar has long and broad experience from e-commerce, and is currently CEO of Lekmer. The current CEO Anders Johansson Eickhoff chooses to leave the company after five successful years.

CEO Anders Johansson Eickhoff has during almost five very successful years lead and developed Skånska Byggvaror. The business has grown faster than ever before during its 50 year history, the company has expanded to Norway and Denmark, and e-commerce has been complemented with 14 showroom stores. In addition to leading the company's development during the previous owner, Anders has also completed the transition to the current owner Byggmax Group.

"After almost five fantastic and very intense years it's time to hand over to the next sprinter. We have completed an exciting journey at Skånska Byggvaror. It's now time for the next phase in the company's development, and it feels natural to round off this chapter in my career and hand over to someone else to take Skånska Byggvaror to the next level", says Anders Johansson Eickhoff.

"Anders has led Skånska Byggvaror during its most eventful phase in the company's history, and doubled the company's turnover", says Mattias Ankarberg, CEO of Byggmax Group, and continues: "I'm grateful that Anders took responsibility for the transition to us as new owners, and also created the foundation for the new direction and transformation that has been initiated."

New CEO for Skånska Byggvaror is Oscar Tjärnberg. Oscar has over fifteen years experience from e-commerce of physical products to consumers, and is currently the CEO of Lekmer. His extensive e-commerce background spans several roles, product categories, and companies.

"Oscar is an experienced leader and CEO in Scandinavian e-commerce. He has broad competence and extensive experience of creating modern successful businesses within e-commerce. We are very happy to welcome Oscar as CEO of Skånska Byggvaror och member of Byggmax Group management," says Mattias Ankarberg, CEO of Byggmax Group.

Oscar assumes the position as CEO of Skånska Byggvaror on October 1, 2017. Oscar will be a group management member in Byggmax Group.

For further questions, please contact

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About Byggmax Group

Byggmax Group consists of Byggmax, Skånska Byggvaror, and Buildor. For 2016, the Group's net sales was SEK 5.2 billion. Byggmax Group is listed on Nasdaq since 2010.

Byggmax was founded in 1993 and currently operates 86 stores in Sweden, 34 in Norway and 13 in Finland and e-commerce in all three countries. Byggmax online offer consists of both the complete store assortment as well as an extensive range of online-exclusive products. Since the very beginning, Byggmax business concept has been discount DIY retailing, being the best price DIY retailer for consumers in need of high-quality construction materials. Byggmax stores are located close to the customers homes and are equipped with a drive-in system enabling easy shopping, including the loading of products directly onto the customers vehicles. During the past two years, Byggmax Group has acquired Skånska Byggvaror Group and Buildor AB. Skånska Byggvaror is a distance and e-commerce retailer of building projects and materials, with strong offers in e.g., conservatories and green houses. Skånska Byggvaror operates in Sweden, Norway, and Denmark, online and with 14 showroom stores. Buildor is a fast growing e-commerce retailer of home improvement products.