# Humble Group strengthens Group Management

**Humble Group AB (publ) ("Humble Group" or the "Company") is strengthening its Group Management team through the recruitment of Henrik Arfwidsson as Chief of Staff (CoS).**

Humble Group is an active, long-term owner of small and medium-sized companies in fast-moving consumer goods, with several leading brands in the grocery sector. The recruitment of Henrik Arfwidsson aims to create a clearer, more results-driven management structure that will translate the group's strategy into concrete execution.

Henrik Arfwidsson joins as Chief of Staff and will be responsible for establishing and managing the Group's common leadership processes, as well as driving profitability improvements and synergies across the portfolio companies. Most recently, Henrik served as Chief Operating Officer of Health and Sports Nutrition Group, the Nordic market leader in sports nutrition and dietary supplements, with annual revenues of approximately SEK 1.2 billion. He has previously held senior operational positions within, among others, Orkla.

*"Humble has built significant scale through approximately forty acquisitions in just a few years. The next phase is about realizing the value of what we have built through clearer governance, faster decision-making, and a management team that stays close to the business. Henrik is exactly the type of operational, results-oriented leader this requires,"* says Anders Fredriksson, incoming CEO of Humble Group.

The decentralized operating model remains unchanged. The subsidiaries will continue to retain operational responsibility for their respective businesses, while Group Management will assume a clearer role in monitoring performance, setting priorities, and executing Group-wide initiatives.

Henrik Arfwidsson will assume his role at the turn of the year 2026/2027.

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**About Humble Group**
Humble Group is a corporate group specializing in driving value and accelerating growth in small and medium-sized companies within the fast-moving consumer goods (FMCG) sector. Through an entrepreneurial approach and active ownership, Humble Group focuses on transforming its businesses to align with the future needs of consumers. The company manages a portfolio of brands, a global distribution network, and production facilities where its subsidiaries operate autonomously within their respective business areas, while Humble Group provides strategic guidance and support. The group is headquartered in Stockholm. For more information visit www.humblegroup.com

Humble is listed on Nasdaq Stockholm Mid Cap, under the ticker HUMBLE.