

Værløse, 1 July 2014

#### SANNE PROTIN AS NEW CEO AT DAN-FORM DENMARK

Founder, owner and CEO of DAN-FORM A/S, Jørgen Mensen, hands over the CEO role to his business partner, co-owner and Sales Manager since 2005, Sanne Protin.

Sanne Protin has been with DAN-FORM Denmark since 2000. With an education as export technician, she has spent her whole career in the furniture industry. First in a small manufacturing company on Funen, and afterwards at DAN-FORM in the Sales department.

With her great commercial insight, knowledge about the business and a large portion of determination, Sanne has taken sales internationally to a high level for DAN-FORM. This passion has led to Sanne now being announced CEO of DAN-FORM.

Jørgen Mensen continues to be the majority shareholder and continues his involvement in the company as chairman. He will be spending his time on the six businesses he has founded, including The Beach Village, a luxury resort in Thailand.

DAN-FORM has existed for 22 years and has delivered Danish design for the medium-high market segment in more than 52 countries.

Product Manager Finn S. Nielsen will take on full responsibility for product development and contact to suppliers, and will therefore be a close partner for Sanne Protin in her new role.

The hand over has been implemented over the last 12 months and formally, Sanne takes over as CEO on July 1, 2014.

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