

Internationally experienced profiles become new CEO and CFO at Ecooking and House of Cosmetics

Press release, Bjert. January 17, 2022: *As part of the vision to become the largest Danish beauty brand globally, Ecooking and House of Cosmetics have welcomed a new CEO as well as a new CFO, both with extensive international experience. Henrik Aaen Kastberg is the new CEO, while Henning Andersen Bröchner has been announced as CFO.*

Henrik Aaen joins the company in Kolding after more than 28 years of experience with international expansion for FMCG and a thorough knowledge of distribution and management. Henning Andersen Bröchner will become CFO after a period as interim CFO of Ecooking and House of Cosmetics. Since 1997 he has held several CFO positions in both Danish and international companies, as well as board positions.



From left: Henning Andersen Bröchner, Tina Søgaard, Henrik Aaen Kastberg.

Tina Søgaard, founder, board member and Director of Development at Ecooking and House of Cosmetics, says: 'Since I decided to pursue my dream of going international a little less than a year ago, we have worked hard to put together a team with the required experience to help our company expand further into international markets. Therefore, I am extremely happy to welcome both Henrik Aaen and Henning Andersen Bröchner to Ecooking and House of Cosmetics after a long search for the most qualified profiles.'

It is no secret that what is needed to lead this company is not only the right experience, but also the human qualities that can sustain the strong culture we have worked hard to establish in this company since the very beginning in 2015.

To have found such a strong pair to join the existing management team, confirms to me that our vision is achievable. They both bring strong international experience as well as admirable human qualities that will build upon and protect what makes Ecooking so unique.'

International vision

Today, Ecooking has a very strong position in the Danish market, while a fifth of Ecooking's

GOOD TO KNOW

Ecooking is a Danish skincare brand designed to deliver results and with natural and organic ingredients. Made with you and the environment in mind.



WWW.ECOOKING.COM

WWW.HOUSEOFCOSMETICS.COM



House of Cosmetics A/S, Gl. Skartved 11, DK-6091 Bjert, CVR 36023449

DID YOU KNOW

House of Cosmetics was founded in 2014, and delivers a wide range of beauty products for face, hair, and body to well-known Nordic brands

earnings come from international sales. During the past year online sales have been a target area and the company's global online sales were tripled in 2021. The time has come to focus extensively on an international break-through and that task will now be headed by Henrik Aaen together with Henning Andersen Bröchner, Tina Søgaard, and the remaining management team.

'First and foremost, I am looking forward to becoming part of the next chapters of Ecooking and House of Cosmetics historical journey into the rest of the world beyond the Danish market. I have great respect for the strong foundation, which Tina has built, and we have an amazing starting point with award-winning products that the consumers know they can trust and rely on, coupled with a strong and clear concept with a unique DNA – and not least an experienced and competent team. I personally believe that Danish entrepreneurial start-ups have the potential for great international success, Ecooking definitely not the least,' says Henrik Aaen.

He elaborates that Ecooking's persistent journey to integrate sustainability is a large factor in his wish to join the company together with the vision to create products that deliver results and are rich in natural and organic ingredients at a price that is achievable to the average consumer.

Henning Andersen Bröchner became interim CFO in October 2021 to strengthen the financial team in connection with Ecooking's partnership with British Bluegem:

'Tina Søgaard has created a company with great success in Denmark and a large international potential that Henrik Aaen and I have now been chosen to head the unleashing of in close collaboration with the rest of the talented employees at Ecooking. From the very first day I experienced an incredibly dedicated and positive entrepreneurial spirit at Ecooking that in many ways is unique to this company. It results in an authentic brand and products that the consumers can truly relate to – and this relationship with the consumers is one of the things that will help establish Ecooking in new markets and help us settle even stronger into our current market.

My entire professional tool kit will be put into action with the deepest respect for the existing culture at Ecooking and House of Cosmetics and in close relationship with Bluegem, that is both extremely proficient and possesses a thorough knowledge of the field that will no doubt be useful to us in our way into more international markets. '

Henrik Aaen Kastberg spent 22 years in varying positions at H&M, including CEO of H&M Denmark, and was responsible for the construction and development of that company's road into the Eastern European markets as well as the international expansion of H&M-owned brands Monki and Weekday. Over the past two years Henrik Aaen has worked as advising consultant to several companies in fashion tech and outdoor, after having spent 5 years as CEO of Noa Noa.

Henning Andersen Bröchner has more than 25 years of experience in international finance from companies such as KOMPAN, TOP-TOY, Løgismose Meyers, and IC Group. Through these positions he has gained a thorough knowledge in the fields of changing of ownership structures and stock exchange listing and delisting, as well as mergers and acquisition. Besides his CFO position he works as a professional board member and investor.

**

Henrik Egebæk, who has been CEO of Ecooking and House of Cosmetics since 2008, will with immediate effect take over as CEO of Tina Søgaard's own two companies: Lille Kanin ApS, certified skincare products for children made from natural ingredients, and Barberianscph®, an exclusive range of authentic quality products produced in Denmark for men.

GOOD TO KNOW

Ecooking is a Danish skincare brand designed to deliver results and with natural and organic ingredients. Made with you and the environment in mind.



WWW.ECOOKING.COM

WWW.HOUSEOFCOSMETICS.COM



House of Cosmetics A/S, Gl. Skartved 11, DK-6091 Bjert, CVR 36023449

DID YOU KNOW

House of Cosmetics was founded in 2014, and delivers a wide range of beauty products for face, hair, and body to well-known Nordic brands