

GOODVALLEY

Since  1994

Home of Quality

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25/3/2019

COMPANY ANNOUNCEMENT 4/2019

Management change ensures continuity at Goodvalley

Founder of Goodvalley, Tom Axelgaard, has decided to step down as CEO at the end of June 2019 after 25 years of tenure with the Group. As of 1 July 2019, CFO Hans Henrik Pedersen assumes the position as CEO with COO Kristian Brokop being appointed Vice CEO.

Tom Axelgaard will continue to serve Goodvalley with the title of Founder as a special adviser and ambassador contributing with his extensive business experience and focusing in particular on anchoring and promoting the overall values, which form the foundation for the Group's sustainable operations.

“Since the foundation in 1994, I have had the great pleasure of working with passionate and professional colleagues with a shared vision of creating a truly sustainable food producer and brand able to deliver market leading operational performance and strong financial results. I am proud of the team effort delivered over the years to establish Goodvalley as a completely climate neutral Group with leading market positions and a solid foundation for continued profitable growth in the future. I look forward to contributing to the continued education and development of Goodvalley's talented employees and feel confident about handing over the leadership to my two colleagues on the Executive Board,” says Tom Axelgaard.

“Tom has played an instrumental role in the transformation of Goodvalley from a great vision to a solid business ahead of its time and with great prospects to benefit from the increasing focus on sustainable and climate neutral food production. In recent years, we have worked together and prepared this management succession meticulously. We are very pleased with the outcome, and the Board of Directors thanks Tom for his efforts and dedication through the years and welcomes Hans Henrik and Kristian in their new positions at the helm of the Group,” says Anders Obel, Chairman of the Board of Directors.

Hans Henrik Pedersen and Kristian Brokop will ensure continuity after having contributed greatly to the strengthening of Goodvalley's organisation, capital structure and operational performance in recent years as members of the Executive Board and in key management positions across the Group.

Hans Henrik Pedersen is 37 years old and has been CFO and a member of the Executive Board at Goodvalley since 2016 focusing on strategy and organisational development as well as the strengthening of the Group's capital structure completed with the senior secured bonds issue in 2017. Before joining Goodvalley, he was employed as Group Vice President and Head of Group Business Development at Falck Group as well as in corporate finance and financial strategy positions at Carnegie Investment Bank, Atrium Partners and Danske Bank. He holds an MSc in Business Administration.

Kristian Brokop is 38 years old and has worked at Goodvalley since 2006. He was promoted to COO and member of the Executive Board in 2017 and still serves as CEO of the Group's Ukrainian business. He has a background in the Royal Danish Army and holds a diploma in Agricultural management.

On behalf of the Board of Directors
Anders Obel, Chairman

Further information

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Goodvalley at a glance

Goodvalley is an international producer of high quality pork products operating in Poland, Ukraine and Russia based on Danish production standards. The company is to a large extent self-sufficient and masters the whole production chain from field to fork, from growing crops for feed, breeding and slaughtering pigs including using the manure in biogas facilities to produce electricity and organic fertilizer for the fields. Goodvalley is certified as CO₂ neutral in the entire production chain by German TÜV and operates according to the highest standards in terms of animal welfare, transparency in the production and sustainable production methods.