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**ACCELL  
GROUP**

# PRESS RELEASE



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## ACCELL ANNOUNCES LEADERSHIP CHANGES

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- Jonas Nilsson appointed CEO of Accell Group, effective 1 April 2025
- Tjeerd Jegen to transition to Chair of the Supervisory Board
- Annemarie Jorritsma to become Vice Chair of the Supervisory Board

**Heerenveen, the Netherlands – Accell Group (Accell), a leading European manufacturer of bicycles, bicycle parts and accessories, today announces that Jonas Nilsson, Accell’s Chief Operating Officer (COO), will become CEO of Accell. Jonas succeeds Tjeerd Jegen, who is stepping down and will transition to Chair of the Group’s Supervisory Board. Annemarie Jorritsma, the current Chair of the Supervisory Board, will become Vice Chair of the Supervisory Board following Tjeerd’s appointment.**

The CEO transition will take place over the coming months, up until 1 April, 2025, with the Chair transition taking place later this year, to allow for a cool-off period in line with good governance practices.

Following the anticipated completion of the recapitalisation, the company will enter the next phase of its development. Building on improvements in production and logistic efficiency, reduced inventory and product complexity and optimised resource allocations and footprint, Accell will continue to roll out the One Accell strategy.

**Tjeerd Jegen, CEO:** *“In 2024, Accell reached many important milestones on its path to recovery. With the finalisation of the recapitalisation nearing, Accell enters its next phase of development, which feels a natural moment to transition the leadership of the company. In my new role as Chair of the Supervisory Board, I will be able to guide the company in this next phase, with Jonas and the team further optimising and capitalising on the One Accell platform to become a truly integrated player, enhancing competitiveness to navigate the ongoing difficult market conditions. I am confident that the leadership team that we have built over the past period is well-equipped to navigate the opportunities and challenges ahead.*

*Annemarie's guidance as Chair of the Supervisory Board over the past year has been invaluable to the Group and I look forward to working alongside her and the other members following my appointment to the Supervisory Board."*

Jonas Nilsson joined Accell as COO on 3 July 2023, with over 25 years of relevant experience in different industries based in several European markets. He has a wealth of experience and a proven track record in product development, operational management, and executive officer leadership roles from many years in the automotive sector coupled with several years in consumer goods industries. As COO of Accell, Jonas has led the operational transformation.

The COO responsibilities will be assumed by Accell's functional leads, focusing on supply chain management and logistics, manufacturing, procurement, quality and ESG, and engineering and R&D. Furthermore, to continue progressing value creation initiatives across the Group, Donald Muir will be appointed to the leadership team as Chief Transformation Officer. He brings over 30 years of experience working in non-executive and executive director roles helping to transform companies across private and public listed environments, including in the manufacturing and service sectors.

**Annemarie Jorritsma, Chair of the Supervisory Board:** *"Tjeerd's leadership has been instrumental in steering this company through some challenging times and it's a privilege to continue working with him as he transitions onto the Supervisory Board. Looking ahead, I have no doubt that with our roots deeply planted in Friesland and a product that still embodies the spirit of Dutch engineering, Accell remains poised for success under the leadership of Jonas and the team. Our bikes are not only a symbol of innovation but an essential part of a sustainable future—something that's increasingly important in today's world. I would like to thank Tjeerd for his contribution and commitment, and look forward to collaborating with Jonas in his new role."*

**Jonas Nilsson, COO and incoming CEO, added:** *"During the past period we have set the stage for the future. Today, our inventory is normalised, our systems are better integrated, and the One Accell platform is set up to become a major enabler for growth and efficiency. Furthermore, the commitment of our shareholders and lenders have provided the stability needed to move forward with confidence. I look forward to continue working with Tjeerd as we will both assume our new roles in the coming period."*

In its December business and financial update, Accell announced that significant progress has been made in bringing Accell back on track, with all brands now benefiting from joint stock management, and the stock levels of finished bikes, which peaked at the end of 2023, now back to normalised pre-covid levels. Furthermore, the recapitalisation and Babboe recall are both nearing completion. Read more [here](#).

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## **ABOUT ACCELL GROUP**

Accell Group is the European market leader in e-bikes and second largest in bicycle parts and accessories. Our employees work closely together with tens of thousands of local dealers throughout Europe. By combining our sense of caring with our people, our products and leadership in innovation and sustainability we are helping cities to meet some of the many challenges they face.

**NOTES FOR THE EDITOR, NOT FOR PUBLICATION**

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