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PRESS RELEASE



CFO CHANGE AT ACCELL GROUP

Accell Group (Accell) appoints Mohammed Hassan as Chief Financial Officer (CFO). Mohammed joins Accell from Villeroy & Boch where he was the Chief Transformational Officer after the acquisition of Ideal Standard in early 2024. Mohammed worked at Ideal Standard for over ten years, of which the last years as group CFO. He has extensive experience in all aspects of finance, strategic planning and mergers & acquisitions, and was instrumental in the sale process of Ideal Standard. Axel Salzmann, who was scheduled to join as CFO per 1 May 2025, will not be able to take up the role due to unforeseen personal circumstances.

Jonas Nilsson, CEO of Accell Group: *“Although it is unfortunate that Axel had to step down before he could even start, we have found a great replacement in Mohammed. He has a unique ability to link details of the business to the overall business strategy. In the years we have worked together at Ideal Standard, Mohammed has proven to be an excellent CFO and I am sure he will be a great fit for Accell as we continue to transform the company into an integrated winning player.”*

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NOTES TO THE EDITOR, NOT FOR PUBLICATION

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