

Ben Halemeier Promoted to Chief Sales Officer of NORDEON GROUP BV



IMMEDIATE RELEASE

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Eindhoven, Netherlands

NORDEON GROUP BV is pleased to announce the promotion of Ben Halemeier as Chief Sales Officer of Nordeon Group BV global operations effective immediately. In this newly created position, Halemeier will oversee sales leadership for the group and expand the reach of internationally known brands Griven, Hess, Lamp Lighting, Nordeon, Schmitz-Wila, and Wila (UK). He will be joining Chris Stockton's Executive Staff while continuing to support and lead the Nordeon Lighting Solutions sales organization in Germany supporting Ralf Knorrenschild. Ben's first order of business will be to standardize best practices within the group and leverage the global footprint to support clients expanding across the globe. Ben commented, "The Nordeon Group has a portfolio of incredible strong and unique brands. The target is to develop the group, together with the experienced leadership teams, further into a true global player in lighting."

"Ben's excellent sales track record, high performance, unbridled energy, and industry knowledge have been instrumental in taking our company to the next level. I am confident he will excel in this new position leading our global sales organization and supporting our Managing Directors as we continue to expand and grow our organization", remarked Stockton, CEO of the Nordeon Group.

Ben brings a wealth of international experience to the organization with almost three decades of tenure in the lighting industry. Most recently, he was responsible for assembling a global key account management team for Nordeon Lighting Solutions in Springe, Germany. Additionally, he has held numerous upper level management positions at Trilux, a market leader in Germany for professional indoor and outdoor lighting products. His past positions include Managing Director for Asian Markets, Sales Director for North America, and Head of Key Account Management for International Markets.

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ABOUT THE NORDEON GROUP

The Nordeon Group is a fast-growing global lighting conglomerate comprised of medium-sized agile production and innovation facilities that work very closely with its specific markets. The goal of the group is to combine the experience, capacity, and capabilities of the individual businesses to achieve maximum service and performance to the customer. The Nordeon Group has a comprehensive portfolio of leading lighting companies to meet the needs of the market. The brands and companies under the umbrella of the Nordeon Group benefit from a worldwide distribution network, extensive production facilities, and shared infrastructure.

For outdoor lighting:

Griven (Italy) - outdoor architectural dynamic lighting solutions

Hess (Germany) - premium design-driven outdoor luminaires and site furnishings

For indoor lighting:

SCHMITZ | WILA and WILA UK (Germany and Great Britain) - premium brand for architectural lighting and high-quality lighting solutions for interior spaces.

Nordeon (Germany) - specialist in sustainable lighting solutions in industry, retail, and logistics.

Lamp (Spain) - an extensive product range of architectural interior and exterior luminaires.

The individual operating companies are strongly represented in the North American market by the Nordeon Group's facilities in Gaffney, South Carolina. This is complemented by proprietary sales offices of the Lamp brand in Latin America. In the Middle East, the Nordeon Group has also strengthened its market position significantly by establishing its own sales office.

NORDEON GROUP GLOBAL OPERATIONS

