

Press release

Stockholm, October 18, 2024

Husqvarna Group appoints Maha Elkarbotly as President of the Gardena Division

Maha Elkarbotly has been appointed President of the Gardena Division and will also be a member of Husqvarna Group's executive management team.

Maha Elkarbotly holds an MBA in Marketing from the University of Illinois and is currently President at I-Health, a wholly owned subsidiary of DSM Firmenich. Maha has previously held multiple executive positions at DSM Firmenich, LIXIL, Grohe and Whirlpool.

"I am very pleased to welcome Maha to Husqvarna Group. Her broad experience and strong knowledge in sales, marketing, channel management and leadership will be valuable assets in the continued journey of Gardena. Maha brings vast experience from building brands as well as driving international expansion, innovation and business transformation. This expertise will be central to continue building Gardena's position as a global leader in watering, as well as advancing smart garden systems including robotic mowers for passionate gardeners", says Pavel Hajman, CEO of Husqvarna Group.

Maha Elkarbotly will be based in Ulm, Germany and assume her new position within the Gardena Division on January 1, 2025.

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Husqvarna Group

Founded in 1689, Husqvarna Group has evolved into a global leader in manufacturing innovative products and solutions for managing forests, parks, and gardens. Our diverse product range includes robotic lawnmowers, chainsaws, trimmers, riding lawnmowers, and watering solutions. Husqvarna Group is also a leader in equipment and diamond tools for the light construction industry and diamond tools for the natural stone industry. Operating mainly under the global brands of Husqvarna and Gardena, our products and solutions reach consumers and professional users through direct sales, dealers, and retailers across more than 100 countries. Net sales in 2023 amounted to SEK 53.3 billion and the Group has approximately 13,800 employees in 40 countries. The headquarter is in Stockholm, Sweden and the company is listed on Nasdaq Stockholm.