

Baettr Group announces new COO as of May 1st 2020: Current Vice President KAM & Sourcing, Mads Nørby becomes new COO and completes the C-level lead of the Group together with CEO Peter Pallishøj and CFO Ina Hannen.

Over the past 3 years, Mads Nørby has driven the customer relations of Baettr with great energy and passion. Mads has extensive experience, more than 8 years, in the wind energy sector. He has worked for Baettr since the start in 2013.

Peter Pallishøj: "With the dynamics in the wind market and the necessity to support our customers even better, we need to strengthen Baettr C-level. And with the profound knowledge of the wind market Mads has, and his understanding for continuously optimization, it was a natural step to promote Mads to Baettr Group COO. Mads will, going forward have the responsibility for Sales, Sourcing & Operations, and with this promotion we ensure the complete process flow is in one solid hand to the value for our customers."

Ina Hannen: "We are glad that Mads will take over the Operational group lead. With his experience he is the perfect match to drive Baettr even further and develop its position as one of the main suppliers within the wind industry for cast components."

Mads added: "It is with great respect and humility I take up this position which is entrusted to me. Bringing together my experience from working frontline with the customers and bringing forward new products to the market, I am confident that this will bring in new energy and focus within Baettr Sales & Operations. Understanding whats in it for the customer, will drive the standard for strong operational excellence, a flexible supply chain and a sustainable profitable business. Together with Peter, Ina and the whole Baettr Team I am looking forward to continue the positive path and future development of Baettr."

About Baettr:

We work every day to make wind energy the most widely available and preferred source of energy in the world. Baettr is a statement of our continued commitment to achieve this goal. We cooperate with international OEM's operating in the wind industry, adding tangible value to our partners' value chain and business by reducing complexity and driving down costs. Always while focusing on continuously improving processes and being easy to work with, as we apply our expertise within our full spectrum of component design, casting, machining, surface treatment and assembly services. We believe in people and collaboration. Positive change can only be brought about through collaborative effort and by imagining what we can do better. All for the ultimate beneficiaries – the people themselves. We are a global company with 5 facilities worldwide: China (Xuzhou, Tianjin), Denmark (Lem), Sweden (Guldmedshyttan) and Germany (Stade). And we stand accountable for our way of doing business, our impact on people's lives and our global, environmental footprint. We honour this responsibility with a deep sense of respect for our human and material resources. Because we believe that passing on a better place for future generations is not only profitable – it is truly enriching.

Baettr - Engineering the Foundation for Future Generations.