

Zone Denmark sold to F&H

With effect from 1 August 2018, all activities in Zone Denmark have been taken over by F&H, who will continue the strong development of the brand.

Following a significant growth over the past few years, it has been decided to sell off all activities in Zone Denmark to our colleague in both the industry and the city, F&H.

F&H is Scandinavia's largest brand group with a turnover of almost € 150 million and we are therefore confident that Zone Denmark will be in competent hands that can further develop and strengthen the brand at home and abroad.

All existing orders and agreements on assortment, etc. are handed over to F&H and our Brand organization as well as several other key employees, so we can ensure that the transfer proceeds as smoothly as possible for you.

Unless you hear otherwise within the coming hours you are offered to continue with all brands on unchained conditions.

The following employees are transferred to F&H:

Brand Manager Michael Bruun	Creative Purchaser Tina Blenstrup	Tech.Purchaser Anne Kjølser
Export Manager Kim Dybdal	Export Trainee Rikke Amstrup	Sales Backup Bente Hansen
Graphicist Birgitte Bork	Merchandiser Ditte Sørensen	SoMe Mette Gudiksen

We owe everyone a big thank you for their extraordinary efforts over the years and wishing them all good luck in the future.

The decision to sell follows several years of strong growth, which shows that Bovictus A/S is in a positive development and has been made for several good reasons. First and foremost, Bovictus A/S is considerably strengthened financially allowing us to enhance our focus on the further development of Villa Collection and KJ and strengthening the sales organization. Next, Zone Denmark get a new owner who can invest the necessary in its further development, which us with love for the brand can only delight.

Thank you for the interest and trust you have shown us over the years. We hope to keep in touch and trade through our other brands. I am looking forward to, together with the many good employees in Bovictus A / S, to focus on strengthening and growth in Villa Collection and KJ.

Wish you a continuous nice summer

Bovictus A / S

Steen Engelbrecht
CEO