

Versuni appoints new Chief Financial Officer

Versuni announces that Erik Van den Enden has been appointed Chief Financial Officer.

Versuni, Amsterdam, July 9, 2024 – Versuni, a leading home appliance company, announces that Erik Van den Enden has been appointed Chief Financial Officer, reporting to Véronique Pauwels, President & CEO, Versuni, effective September 1, 2024. Mr. Van den Enden will succeed Kurt Decat who will leave the role to spend more time with his family, as well as pursue non-executive roles and other personal interests.

Performance-driven and commercially focused, Mr. Van den Enden brings more than 20 years of experience working in consumer-facing and data-rich industries across Europe and emerging markets, including telecommunications and FMCG. He joins Versuni from Telenet Group Holding, where he most recently served as Group CFO and Head of Strategy and M&A. Prior to this, Mr. Van den Enden held key finance and M&A roles at AB InBev, leading the successful worldwide integration and transformation of the SAB Miller Finance function. Mr. Van den Enden will focus on guiding the financial and business strategy, supporting the long-term sustainable growth and value creation objectives of Versuni.

“Erik’s appointment comes at a time when we are laser-focused on our mission to grow the Versuni business. Erik was appointed for his wealth of experience in transformation and managing consumer-centric growth, and I am confident that he will be a valuable member to the Versuni team. I’d also like to thank Kurt for his hard work and wish him the very best for the future,” said Véronique Pauwels.

About Versuni

Versuni’s purpose is turning houses into homes. As a house of home appliances brands, Versuni markets: Philips, Philips Baristina, Philips Walita, Preethi, Senseo, L’OR Barista, Saeco and Gaggia. With more than 900 patents to its name, Versuni’s portfolio spans coffee and kitchen appliances, garment care, climate care, floor care, and home safety. Products under the Philips brand include the Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air and AquaTrio Cordless Vacuum. Versuni is headquartered in Amsterdam, the Netherlands, and has innovation, manufacturing, and commercial centers across the globe, with a footprint in over 100 countries.

Additional assets available online:  **PHOTOS** ⁽¹⁾

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