



Jeroen Wels appointed as new Chief People Officer of COFRA Holding

- *Ditri Zandstra to step down as Chief People Officer after a decade in leadership roles at COFRA and the Anthos Family Office*
- *Jeroen Wels, formerly of Unilever, to join COFRA as Chief People Officer from September 1*

Zug, Switzerland; Tuesday 6 June, 2023 – COFRA Holding (“COFRA”) today announced that Jeroen Wels has been appointed Chief People Officer from 1 September 2023. Jeroen has more than 25 years’ experience in senior roles, most notably at Unilever.

Ditri Zandstra has decided to step down as Chief People Officer, after more than a decade of successful leadership at COFRA and the Anthos Family Office. At COFRA, Ditri was instrumental in shaping the Group’s Vision 2030 and in fostering a collaborative culture across the organisation. As CEO of Anthos, Ditri led the transformation of the organisation, including the introduction of a new organisational model to professionalise several functions.

Boudewijn Beerkens, CEO of COFRA Holding, commented: *“I am pleased to welcome Jeroen Wels as our new Chief People Officer. Jeroen has a strong record of operational and strategic leadership and a passion for driving systemic change through business – both of which are natural fits for COFRA as we seek to be a force for good in society and the environment. Building a more adaptive organisation - where people can grow, belong and matter - is one of our key strategic priorities and I’m confident Jeroen will play a leading role at COFRA.*

I want to thank Ditri for her enormous contribution in professionalising the people function and for using her business acumen and leadership skills to unlock potential across our group. She has been a valued member of COFRA’s management team and we wish her all the best in the future.”

Jeroen Wels spent 20 years at Unilever in the United Kingdom, Spain and the Netherlands, including as Group Chief Talent Officer in addition to Chief Human Resources Officer of the Beauty and Personal Care unit. Currently he serves as a Senior Advisor at the Boston Consulting Group and the founder of the People@Work Innovation Collective, a community of progressive senior HR leaders.

Jeroen Wels, new Chief People Officer of COFRA Holding, said: *“COFRA is a mission-driven enterprise and I am excited to join as it diversifies into new areas of business to increase its positive impact and encourage much-needed systemic change. I look forward to joining the COFRA team.”*

Ditri Zandstra, current Chief People Officer of COFRA Holding, commented: *“It has been a privilege to serve as COFRA’s first Chief People Officer over the past three years, working alongside talented, hard-working and collaborative colleagues and family owners. I leave with enormous gratitude but also excitement about what Jeroen – and everyone at COFRA – can achieve in the years ahead.”*

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Media contact

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About COFRA Holding

COFRA Holding AG is a privately held group of companies active in various business sectors, including asset management (Anthos Fund & Asset Management), private equity investment management (Bregal), apparel retail (C&A), real estate investments (Redevco), renewable energy (Sunrock) and sustainable food (Dalsem, Ontario Plants Propagation). Headquartered in Zug, Switzerland, the group employs more than 60,000 people across its business operations in Europe, the Americas and Asia. Each business operates in a spirit of engaged entrepreneurship while striving to be a “force for good” in the world – a guiding principle that has characterised the Brenninkmeijer family owners’ activities for six generations, since the founding of C&A in 1841. For more information, see www.cofraholding.com.