

TOP CHANGES AT OASE OUTDOORS ApS



After many years providing the leadership and experience required to bring Oase Outdoors to its current position as a leading manufacturer of camping equipment in the European market, cofounder Henrik Arens (pictured left) passes on his role to a new CEO, Henrik Bernth.

Bernth (pictured below right) is well known to many in the industry, having held the position of Sales Director at Oase Outdoors before moving to the Danish Ocean Textile Group as its CEO three years ago. Bernth is expected to take on his new position by 1 August.

Arens says: "With a clear strategy, our record growth and an industry enjoying a healthy upturn, it is the perfect time for a new CEO to lead Oase Outdoors into the future."

Bernth commented: "I am humble and proud to be taking on the role as CEO of Oase. I am familiar with the company, but I am nevertheless impressed with its amazing development in recent years. I very much look forward to working with the Oase team as we take the next step in our journey."



Arens actively continues as Chairman of the Board and retains shares in Oase Outdoors.

END (192 words)

Editor notes

Danish company, Oase Outdoors, was founded in 1984 and is home to Outwell, Robens and Easy Camp brands. Today, Oase Outdoors is a partnership between Scandinavian investment specialist, Ratos, Henrik Arens and key management personnel.

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