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Eddo Rats Appointed Heimstaden Co-Chief Operating Officer

Country Manager in Heimstaden Netherlands, Eddo Rats, is appointed co-Chief Operating Officer and will take on his new role as soon as his successor is in place. He will share his position with the company's existing COO and Deputy CEO, Helge Krogsbøl.

Eddo has more than 20 years of experience in real estate and hospitality and has for the last two years managed Heimstaden's Dutch organisation. He has previously worked at Vesteda Investment Management where he held the position Director of Property Management & Innovation and was Managing Director in Amsterdam & Almere for de Aliantie, one of the largest housing associations in the Netherlands.

"Heimstaden is a company that takes customers seriously and I am grateful for the opportunity to contribute to providing Friendly Homes to our customers in all our markets and play a role in further improving our sustainable operations," says Eddo Rats.

In the last few years, Heimstaden has expanded its operations to 10 markets across Europe and, after the recent acquisition of around 28,000 homes from the real estate company Akelius, the size of the organisation and its portfolio demands a dual COO role with a geographical division of areas of responsibility.

"With Eddo joining the team, we have two competent and experienced COOs that set us in a great position to continue delivering high-quality management of our properties and excellent service to our customers," says Patrik Hall, CEO Heimstaden.

Eddo Rats has been an integral part of the establishment of Heimstaden's in-house operations in the Netherlands, which today manages nearly 14,000 homes on the Dutch market. He will join as Co-COO alongside Helge Krogsbøl, who will continue in his dual role as COO and Deputy CEO. Eddo will take on this role as soon as his successor is in place, expected Q1 2022, and will be based in the Netherlands.

"I have had the pleasure of working alongside Eddo for quite some time, and I have come to know him as a knowledgeable and experienced leader who has significantly contributed to the quality and growth of our Dutch operations. I am looking forward to an even closer collaboration with Eddo for continued growth and effectivization in our organisation," says Helge Krogsbøl, COO and Deputy-CEO, Heimstaden.

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Heimstaden

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