

**Onderwerp:** Beleggersupdate Qlayers Holding

**Datum:** 23-12-2024

## **Leiderschapstransitie bij Qlayers**

We zijn verheugd om u op de hoogte te stellen van een belangrijke mijlpaal in de groei van Qlayers: een transitie in het leiderschap die onze strategische ambities ondersteunt.

Na zeven jaar van betrokken en visionair leiderschap draag ik, Josefien Groot, mijn rol als CEO over aan Amel Vriesman. Vanaf 1 januari 2025 zal ik mijn nieuwe positie als Chairwoman of the Board innemen, waarin ik mij zal richten op de lange termijnstrategie, aandeelhoudersvisie, investeringen en acquisities.

Amel, die het afgelopen jaar als COO heeft gediend, neemt het stokje over als nieuwe CEO. Onder zijn leiding hebben we belangrijke stappen gezet, zoals het lanceren van een verhuurmodel, een geoptimaliseerde distributiestrategie en het ontwikkelen van een ambitieus jaarplan voor 2025. Dit plan legt de nadruk op het versterken van onze bestaande producten en diensten en het lanceren van innovatieve oplossingen die onze groei versnellen.

Met deze transitie blijven we vasthouden aan onze missie om de coating applicatie industrie veiliger, efficiënter en duurzamer te maken. De overgang is zorgvuldig voorbereid, en ik heb het volste vertrouwen dat Amel het bedrijf met succes naar een nieuw niveau zal tillen.

Het volledige persbericht vindt u op de volgende pagina's.

Qlayers Holding B.V.  
Josefien Groot  
Chairwoman of the Board

The Qlayers logo is displayed in a white, lowercase, sans-serif font. A thick white horizontal line is positioned directly below the text. The background of the entire top section is a photograph of a large, curved industrial structure, possibly a ship's hull or a large storage tank, with a dark sky above and a bright light source creating a strong shadow on the surface.

# qlayers

## LEADERSHIP TRANSITION 2025



## Qlayers Announces Leadership Transition to Propel Next Phase of Growth

**Delft, the Netherlands, 20 December 2024** – Qlayers, a pioneer in industrial coating solutions, announces a significant leadership transition as part of its strategic growth plan. After seven years of leadership, co-founder Josefien Groot will step down as CEO and transition to the position of Chairwoman of the Board. Amel Vriesman, who has been serving as Chief Operations Officer (COO) for the past year, will succeed her as Chief Executive Officer (CEO).

### Josefien Groot's Transition

Josefien co-founded Qlayers in 2017, transforming it from a bold idea into a successful high-tech scale-up with global reach. Under her visionary leadership, Qlayers has built a solid foundation to disrupt and capture a significant share of the multibillion-dollar robotic coating solutions market. As Chairwoman of the Board, Josefien will focus on the shareholders' vision, acquisitions, and investment strategy, ensuring the company's long-term direction.

"This transition is a deliberate and well-considered step that aligns with Qlayers' strategic goals," said Josefien Groot. "I have immense confidence in Amel's ability to lead the company into its next chapter of success."

### Amel Vriesman's Appointment

With over 20 years of experience leading startups, SMEs and corporate business units for various organizations, Amel brings a wealth of expertise to his new role as CEO of Qlayers. Over the past year as COO, he has been instrumental in refining operations, launching a rental business model, and shaping a revised distributor approach. Amel has spearheaded an ambitious 2025 annual plan, emphasizing excellence in delivering

current offerings while driving the launch of innovative products and services to accelerate Qlayers' growth trajectory.

"It is an honor to take on the role of CEO and lead Qlayers into its next chapter. Our patented technology holds immense potential, and I look forward to working closely with the talented team to drive innovation and expansion," said Amel Vriesman.

### **Commitment to Growth and Collaboration**

Josefien will continue to play an active strategic role, supporting Amel and the management team to ensure the continuity and strengthen Qlayers' commitment to its partners, customers, and stakeholders.

With Amel's leadership and Josefien's guidance as Chairwoman, Qlayers is well-positioned to seize opportunities in the global market and maintain its position as an industry leader.

**For further details about Qlayers' leadership transition and our future plans, please contact:**

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