



SAMSON GROUP A/S
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Appointment of New CEO at SAMSON Agrolize A/S & AB

We are pleased to announce that Charlotte Villum Henneberg will assume the role of CEO at SAMSON Agrolize as of August 4, 2025.

Charlotte brings extensive experience from the agricultural machinery industry. Most recently, she served as the Managing Director at Dansk Maskincenter, where she led the merger of four companies and developed both employees and the business.

"After getting to know Charlotte, it is clear that she has the right tools and knows how to run a sales and service business. Fortunately, SAMSON Agrolize A/S & AB are already strong businesses, so Charlotte will have a solid foundation for the further development of the company," says SAMSON Group CEO Lars Henriksen.

Charlotte understands the unique culture, history, and personal commitment that often characterize organizations like SAMSON Agrolize A/S & AB. We are therefore confident that Charlotte, with respect for the company's roots and employees, can lead SAMSON Agrolize A/S & AB to the next level.

SAMSON Agrolize A/S & AB is part of SAMSON Group A/S and is the exclusive distributor of SAMSON in Denmark and Sweden.

About SAMSON GROUP

SAMSON GROUP comprises the companies SAMSON AGRO A/S, SAMSON AGRO SASU, SAMSON AGRO SP Z.o.o and SAMSON AGROLIZE A/S and AB. The group owns the SAMSON and PICHON brands and is one of Europe's leading suppliers of natural fertilizer machines and associated in-field application technology. SAMSON GROUP has several state-of-the-art production facilities in Denmark, France and Poland and sells its products through a well-established dealer network.

For further information:

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Picture: Charlotte Villum Henneberg, new CEO in SAMSON Agrolize