



Martijn Hagman appointed as New CEO of the Wehkamp Retail Group



Today, the Wehkamp Retail Group (WRG) announces the appointment of Martijn Hagman (50) to the role of interim Chief Executive Officer, effective April 14, 2025. He succeeds Graham Harris, who will retire at the end of March 2025 after successfully leading the business since 2019.

During his sixteen years tenure at PVH Corp, Martijn has held various financial, operational and leadership roles, most recently serving as CEO of Tommy Hilfiger Global and PVH Europe. Hagman brings extensive retail experience, with a strong background in e-commerce providing a great fit for the Wehkamp Retail Group.

Commenting on his appointment, Hagman said: *"I am honored to step into this interim position and lead this iconic Dutch company. Wehkamp was one of the first online retailers in the Netherlands back in 1995, and today, it remains just as relevant to Dutch consumers as it has been for the past 73 years. I am committed to strengthen the company's consumer proposition and driving its growth trajectory forward."*



Since 2015, Wehkamp Retail Group has been owned by Funds advised by Apax Partners. Tom Hall, member of the WRG Supervisory Board and Apax Adviser, stated: *"We are delighted to welcome Martijn Hagman to the WRG. He brings a wealth of relevant insight and expertise from his extensive and distinguished two-decade career at PVH and we look forward very much to working with him."*

John Browett, Chairman of the Supervisory Board at Wehkamp Retail Group, added: *"We are thrilled that Martijn has chosen to join Wehkamp Retail Group. I wish him every success and I am excited to start this journey together."*

About Martijn Hagman

Martijn Hagman has over 25 years of international experience in various leadership positions. After graduating from the University of Amsterdam with a master in Business Economics in 1998, Hagman, a Dutch national, started his professional career at Ernst & Young. Hagman worked at Ernst & Young for 10 years within the International Audit practice, based in both the Amsterdam and San Jose, California offices.

Hagman joined Tommy Hilfiger in 2008, where he held various leadership positions and was ultimately appointed CEO of the Tommy Hilfiger Global brand and the company's European division PVH Europe in 2020. Hagman lives in Amsterdam with his wife and three children.

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Wehkamp
Retail Group

About Wehkamp Retail Group

Wehkamp Retail Group is a leading Dutch e-commerce company with a multi-fascia strategy, operating several strong brands: Wehkamp, kleertjes.com, and Union River. These brands share a state-of-the-art technological platform and utilize the company's fully automated distribution center in Zwolle. The group serves approximately 2.5 million customers annually in the Netherlands.

What started in 1952 as a mail-order company has grown into one of the Netherlands' first major online retailers. Since 1995, Wehkamp has been fully focused on e-commerce. With the acquisition of kleertjes.com in 2021 and the launch of Union River in 2022, Wehkamp Retail Group has evolved into a technology-driven e-commerce organization with a curated and inspiring product offering.