

**Press release Wednesday 27-04-2022**

## **New CEO with a long career within high-tech software and electronics appointed to the electronic company estron a/s**

The Board of estron a/s is pleased to welcome Peter Lyhne Uhrenholt as the new CEO of estron a/s per April 25<sup>th</sup>, 2022.

Peter Lyhne Uhrenholt takes over from Charlotte Aahøj Kert, who has acted as interim CEO since Kim Nyborg Carlsen resigned by the end of December 2021. Charlotte Aahøj Kert will continue at estron a/s in her previous position as CFO. The Management group and the board look forward to working with Peter and benefit from his vast experience to ensure continuous growth of the company and live up to the high ambitions.

Peter Lyhne Uhrenholt has more than 20 years' experience with top management in several different companies, branches, and board positions. Lately Peter has been working in the international company Triax A/S first as Product Director and for the last 4 years as CEO.

The Board states: *"We are very pleased that Peter accepted the position as CEO and to be part of the estron team. Peter has a heavy CEO profile and long international career within high-tech software and electronics. He possesses a combination of technical understanding and curiosity, and has a commercial business-oriented profile, which we believe is essential to lead estron and ensure further development of the company."*

With an increasing demand, new products on their way, and start-up of production in Mexico there is plenty to work on. Peter Lyhne Uhrenholt says: *"It is with great pleasure and humility that I now have joined the estron team, who throughout many years has demonstrated estron's values and strengths in the market. estron has fantastic competencies and products, which are indeed relevant for the customers, and the foundation for further growth. I look forward to continuing this positive development and together with the team continue the expansion."*

### **About estron**

estron a/s is an international market leading developer and manufacturer of miniature wire, cable, and connector systems for hearing instruments, in-ear monitors, two-way communication, and similar applications. The company was established in 1994, headquartered in Them, Denmark, and has production in Denmark, Vietnam, and Mexico. The products are primarily manufactured in close cooperation with the customers, and several products are produced on customised machines of estron's own design. The customer portfolio includes among others the largest global hearing aid manufacturers. The company employs more than 400 people in total.

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### **Contact information**

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