

PRESS RELEASE

Tørring, 14th August 2025

Anker Andersen A/S Appoints Helle Borup Friberg as New CEO

We are pleased to announce the appointment of Helle Borup Friberg as the new Chief Executive Officer, effective 1st September 2025. She succeeds Hans Friis Lauszus, who will return to his former role as Business Development Director after successfully ensuring continuity and development as interim CEO over the past nine months.



With over 25 years of experience, Helle Borup Friberg brings strong international leadership to the role, backed by a proven track record in general management, sustainability, business development, sales, and operations. Before joining Anker Andersen A/S, Helle was CEO of Økologisk Landsforening (Organic Denmark) and Head of Operations and Digital Platform at LEGO Education. She has worked 6 years abroad in Germany, the US and Vietnam and currently serves on several boards.

“We are thrilled to welcome Helle to the team,” says Niklas Engström, CEO of RVM Systems Group and Chairman of the Board of Anker Andersen A/S. *“Her leadership, strategic mindset, and deep understanding of both sustainability and business development will be instrumental in guiding Anker Andersen A/S into its next phase of innovation and continued growth. Helle brings a strong international perspective and a proven ability to drive transformation, which aligns perfectly with our ambitions to strengthen our position as a technology leader in circular economy solutions.”*

Helle Borup Friberg says *“It’s a privilege to join Anker Andersen A/S at such a pivotal moment. The company holds a unique market position, built on a solid foundation, a passionate team, and has significant potential. With forward-looking technologies nearing market launch, Anker Andersen A/S is well positioned to further strengthen its role as a leader in sustainable innovation. I’m excited to lead the next phase of growth and to further explore synergies in collaboration with RVM Systems. It’s deeply meaningful to become part of a company that plays an active role in driving environmental progress and supporting the green transition in a responsible and economically viable way.”*

About Anker Andersen A/S

Anker Andersen A/S is a market leader in high-performance, innovative counting and sorting solutions for used beverage containers. Our technologies form the backbone of Deposit Return Schemes (DRS) around the world, helping to reduce litter, promote the reuse of valuable raw materials, and lower CO₂ emissions. In doing so, we actively contribute to global sustainable development and transition to a circular economy. Please visit www.anker-andersen.com for more information.

Anker Andersen A/S is headquartered in Tørring, Denmark, and is part of RVM Systems Group www.rvmsystems.com who is a leading global supplier of reverse vending machines and high-speed counting and sorting equipment, providing products and services that facilitate collection and recycling of used beverage containers.

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