

## **Maxeda appoints Otto van den Boogaard Director Real Estate**

**Amsterdam, 5 September 2007. Maxeda recently appointed Otto van den Boogaard (40) as Director Real Estate. His main task will be to support the further expansion of the Maxeda formats.**

Van den Boogaard was already employed at Maxeda as Manager Business Development, where he was responsible for the Maxeda formats Hunkemöller, M&S and Claudia Sträter.

Otto van den Boogaard, Director Real Estate: "We have almost 1300 stores in 16 countries. More than half of these stores are now abroad. We will open approximately 100 shops this year, including 70 of our own. At this moment Hunkemöller is opening a store in Riyadh (Saudi Arabia), La Place in Antwerp and V&D in Doetinchem. Therefore, I see it as a wonderful challenge to support our store chains in their continued expansion."

**End press release**

**For more information, please contact**

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