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Jakob Just-Bomholt to head Falck Emergency

The new CEO of Falck's Emergency division has been appointed. It is Jakob Just-Bomholt who joins Falck after a long career in the Maersk Group.

Jakob Just-Bomholt has been appointed CEO of the Emergency division in Falck and will take up his position on 2 January. He joins Falck from a position as Chief Commercial Officer (CCO) for APM Terminals with responsibility to lead the company's global growth. Jakob Just-Bomholt started his professional career in the Maersk Group in 1995 and since then he has held a number of leadership positions within Maersk including CEO of

Seago Line.

“I am excited to join Falck and look forward to engage with my new colleagues. After 21 years with A.P. Moller – Maersk, I had not planned to change company but the opportunity to head Falck Emergency was too exciting not to pursue. Falck is a company with strong values and passionate employees and it delivers a service we all care about. I look forward to continue the international growth within Emergency while ensuring that Falck remains an important and trusted service provider in Denmark”, says Jakob Just-Bomholt.

CEO Allan Søgaard Larsen looks forward to Jakob Just-Bomholt taking the responsibility of continuing the development of Falck’s global emergency medical services and fire-fighting activities.

“Jakob Just-Bomholt has the comprehensive international experience from a global company which is needed to drive the further expansion and efficiency of Falck’s Emergency services. I warmly welcome him to Falck”, says Allan Søgaard Larsen.

Jakob Just-Bomholt lives in Hellerup, Denmark, and is married to Christina Just-Bomholt. They have three children aged 10, 9 and 6.

Emergency is Falck's largest and most international division with annual revenue of DKK 9.3 billion. In 30 countries worldwide, people can get assistance from Falck rescue officers, nurses, physicians, fire-fighters and other employees.

About Falck

For more than a century, Falck has worked with local and national governments to prevent accidents, diseases and emergency situations, to rescue and assist people in emergencies quickly and competently and to rehabilitate people after illness or injury. This has made Falck an international leader in emergency response and healthcare services.

Falck operates in 30 countries and has approximately 27,000 employees.

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