

Press information : Date 02.01.2026

Sylvania Group announces key leadership appointments to accelerate growth and transformation in EMEA and globally.

Budapest (Hungary), February 2026 – Sylvania Group announced a series of strategic leadership appointments designed to strengthen its global organisation and support the company's next phase of growth. These changes build on the insights and experience gained over the past decade and reflect the Group's commitment to agility, operational excellence and long-term performance.

Strengthening the Global & EMEA Structure

Sylvania Group is implementing a reinforced leadership structure to accelerate transformation across key regions, particularly in Europe.

Danny Ma becomes Global Chief Operating Officer (COO) and EMEA COO.

Danny Ma will oversee the implementation of annual business plans and the management of operations, factories, distribution, product and sales across EMEA.

Danny Ma brings more than 18 years of experience in the lighting industry and has been with INESA Group since 2012. He has successfully led the Sylvania Asia region since 2024 and has been a member of Sylvania Group's Global Management Committee since 2025.

Tom Qi formally assumes the role of EMEA CEO, in addition to his responsibilities as Global CEO. This dual leadership ensures strong alignment between the Group's transformation roadmap and its commercial development.

Simon Reed is appointed Global Chief Strategy Officer (CSO).

In addition to his responsibilities as Global VP, Simon Reed will lead the Group's strategic planning and implementation initiatives, with a particular focus on structuring projects in the EMEA region. He will also act as senior consultant supporting **Tom Qi** - Global CEO & EMEA CEO and **Danny Ma** - Global COO & EMEA COO.

A renewed momentum for 2026

Sylvania Group enters 2026 with renewed ambition and confidence. The strengthened leadership team and the Group's strategic direction position Sylvania to drive sustainable, long-term growth across its global markets.

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SYLVANIA

Group

About Sylvania Group

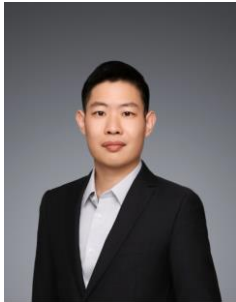
Sylvania Group is a global provider of innovative and sustainable lighting solutions for professionals and consumers. With over 120 years of expertise and European manufacturing, the Group delivers eco-responsible, digital and connected lighting through its two historic brands: **Sylvania**, for professional environments, and **Concord**, a reference in architectural lighting. Sylvania Group (FEILO Sylvania) is owned by INESA Group.

More information: sylvania-group.com.

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Tom Qi - Global CEO & EMEA CEO



Danny Ma - Global COO & EMEA COO



Simon Reed – Global VP & CSO

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