



## **Bram Poeth appointed CEO of Sunrock**

**Zug, Switzerland; 16 September 2025** – COFRA Holding (“COFRA”) today announces the appointment of Bram Poeth as the new CEO of Sunrock, effective from 1 October this year.

Bram has been pivotal in Sunrock’s growth in Germany, France and the Netherlands over the past year, as the company’s Executive Director of Commercial & Client Solutions. He will take up the CEO role from Roger Knubben, who has been interim CEO since October last year.

Boudewijn Beerkens, CEO of COFRA Holding, said: “Congratulations to Bram on his promotion to CEO and thank you to Roger for his interim service over the past year. Sunrock plays an important role in Europe’s energy transition, and Bram, along with everyone at Sunrock, is committed to further developing the company in the years ahead.”

Bram previously served as CEO of Eneco eMobility, Chief Commercial Officer at EvBOX and Managing Director at Eneco Business, in addition to a range of commercial and executive roles. He will report to COFRA’s CEO in his new role at Sunrock.

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### **Press contact:**

Kieran Toohey  
COFRA Holding  
+31 612 976 813  
[press@cofraholding.com](mailto:press@cofraholding.com)

### **About Sunrock**

Founded in 2012, Sunrock is a leading European developer of large-scale rooftop solar and integrated clean energy solutions, enabling logistics real estate owners and operators, as well as industrial clients, to achieve ESG targets and net-zero operations.

Sunrock provides tailored solutions powering logistical warehouses and industrial buildings with clean energy, focusing on local energy production from solar rooftop systems, enabled by intelligent Energy Management Systems (EMS), a multimodal trading platform, and smart energy assets like battery storage and fleet charging systems. From design and financing to construction and operation, the company manages every step to maximise energy efficiency.



Sunrock was acquired in 2020 by COFRA Holding as part of its commitment to positively impact, through business, key transitions for a more liveable planet and equitable society. Active in Germany, France and the Netherlands, Sunrock employs over 160 people and is realising projects exceeding 1 GWp. Certified B Corp, the company is committed to regularly improving its social and environmental impact.

Sunrock partners with its customers for a clean energy future. Learn more at [www.sunrock.com](http://www.sunrock.com).

### **About COFRA Holding**

COFRA Holding AG is a privately held group of companies active in various business sectors, including asset management (Anthos Fund & Asset Management), private equity (Bregal), apparel retail (C&A), real estate investments (Redevco), renewable energy (Sunrock) and sustainable food (Dalsem, Ontario Plants Propagation). Headquartered in Switzerland, the group employs more than 60,000 people across its business operations in Europe, the Americas and Asia. Each business operates in a spirit of engaged entrepreneurship while striving to be a “force for good” in the world – a guiding principle that has characterised the Brenninkmeijer family owners’ activities for six generations, since the founding of C&A in 1841. For more information, see [www.cofraholding.com](http://www.cofraholding.com)