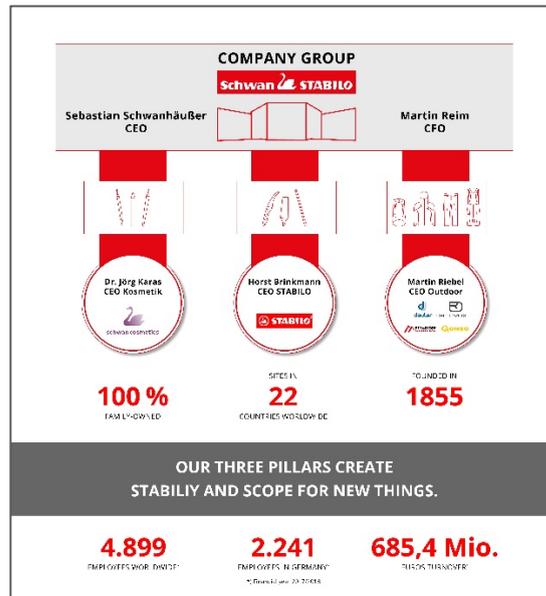


## Schwan-STABILO – a global success for over 160 years.

More colorful today than ever



Almost 700 million euros in turnover; approximately 5,000 employees. 22 sites around the world: Schwan-STABILO is one of the most successful family firms in Germany today.

Gustav Adam Schwanhäuber laid the foundations for the company’s success back in



1865. He quickly recognised the opportunities offered by the burgeoning Industrial Revolution, obtained a loan of 32,000 guilder from his father, and purchased a pencil factory originally founded in 1855 in Nuremberg.

He named the company the “Schwan pencil factory” after his surname, adding a stylised swan logo as a hallmark of quality.



Incidentally, this logo was one of the first registered trademarks in Germany.

## Diversification as a success story: three pillars stand for stability

More than 160 years and five generations later, an international group has emerged with three independent divisions: Cosmetics, Writing Instruments and Outdoor. They all follow the rules of their particular industry. However, each division of the family holding company was among the first in its relevant sector. Today as in the past, entrepreneurial courage, foresight and a grasp of what is feasible form the mainstays of success at this globally active group rooted in Franconia.



## Identifying and seizing opportunities

Schwan-STABILO is a family company in the fifth generation. The central management of the company at Group level has been entrusted to executive shareholder Sebastian Schwanhäußer (r.) as CEO and to Martin Reim (l.) as Chief Financial Officer (CFO). “The rapid speed at which our world – and therefore markets, people and the flow of goods – is changing poses a challenge for us in all three business areas. It is therefore all the more important that we broaden our horizons and continue to successfully reinvent ourselves. In this respect, we benefit from the typical strengths of a family-run company: short decision-making processes, a great deal of flexibility and the ability to think generations ahead!”



**Schwan Cosmetics** as a worldwide leading private label manufacturer of cosmetic pencils and products, counts virtually all internationally renowned cosmetics compa-

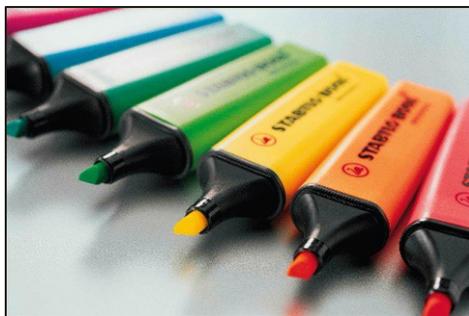


nies among its clients. Ever since the first eyebrow pencil was developed in 1927, which was based upon the “dermatograph” used by doctors to mark the skin of patients before operations, Schwan Cosmetics has

been a source of innovation and inspiration for the global cosmetics industry.



**STABILO International** is one of Europe’s leading writing instrument manufactu-



rers, with several billion-selling classics to its name worldwide. One such product is the **STABILO BOSS** highlighter, which Günter Schwanhäuser invented in 1971 as a “pen for reading”.

Just like the **STABILO point 88** fineliner.



Both products are manufactured at the production plant in Weissenburg. STABILO moved away from its core business as a producer of writing instruments a few years ago by making its foray into digitalisation.

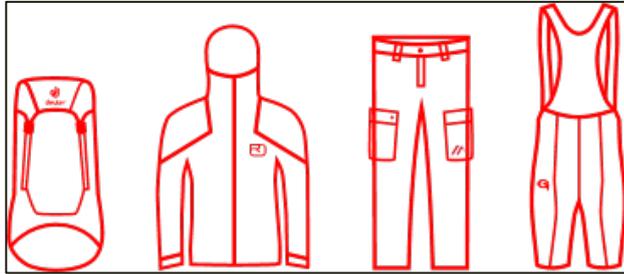
The **STABILO EduPen**, a combination of pen and app, was designed specifically for



primary school teachers. This new tool allows teachers to measure and sustainably improve pupils’ writing motor skills from a very early age. The product is a useful support for the increasing number of children experiencing problems

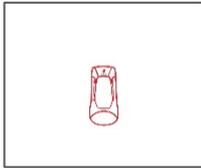
with handwriting.

The **Outdoor Group** includes the four renowned brands **Deuter, Ortovox, Maier**



**Sports and Gonso.** The group entered this unfamiliar territory in 2006 with the acquisition of backpack brand **Deuter**. This entrepreneurial risk taken by the family and management team has really paid off: Outdoor is a hot worldwide trend!

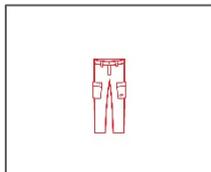
**Deuter** works in close collaboration with mountain sport professionals to develop functional, top-quality outdoor products that guarantee customers safety and reliability in extreme situations. Deuter have been outdoor experts with passion, tradition and experience since 1898.



**ORTOVOX** stands for a sophisticated protection and comfort system for mountain activities, characterised by the responsible treatment of people and nature. As pioneers in the field of avalanche safety, ORTOVOX has played a key role in the development of emergency equipment for use on the mountain. Functional mountain sportswear made with wool, as well as targeted training measures, contribute towards making mountain sports that bit safer every day.



**Maier Sports** has been developing high-quality, functional outdoor and ski clothing for over 75 years, and is a highly innovative fitting and trouser specialist. Their trousers are currently available in 61 sizes.



**GONSO** is a provider of functional cycling apparel and, having invented cycle pants with a synthetic cushion, a recognised expert in this sector in Germany. GONSO isn't about going higher, faster or further, but about enjoying cycling.

