

PRESS RELEASE

At a glance

Schwan-STABILO Group restructures management

A focus upon sustainable Group development

- Restructured Group Executive Board
- Management duo made up of Chief Executive Officer (CEO) and Chief Financial Officer (CFO)
- Sebastian Schwanhäußer, executive shareholder and member of the Executive Board, appointed CEO of the company group
- Martin Reim has a new area of responsibility in the Group Executive Board as CFO
- More weight for Group prospects

Cosmetics, Writing Instruments and Outdoor subgroups

- Subgroups continue to operate independently
- Family expresses their confidence in experienced, long-standing management
- Confirmation for Dr Jörg Karas (Cosmetics) and Martin Riebel (Outdoor)
- Horst Brinkmann (Writing Instruments) newly appointed as the successor to Sebastian Schwanhäußer

Schwan-STABILO Group restructures management

Long-term course set for the family company

Heroldsberg, 5th of June 2019. The internationally active Schwan-STABILO Group, which recently generated EUR 685.4m in sales and which employs 4,900 staff members worldwide across three business areas (Cosmetics, Writing Instruments and Outdoor), is setting an organisational course for safeguarding the Group's future in the long term.

At the start of the new fiscal year (01/07/2019), overarching responsibility for the entire business will be transferred to two Group Managing Directors. The subgroups will continue to operate independently under their own management.

CEO/CFO structure

The central management of the company at Group level has been entrusted to Sebastian Schwanhäußer (r.) as Chief Executive Officer (CEO) and to Martin Reim (l.) as Chief Financial Officer (CFO).

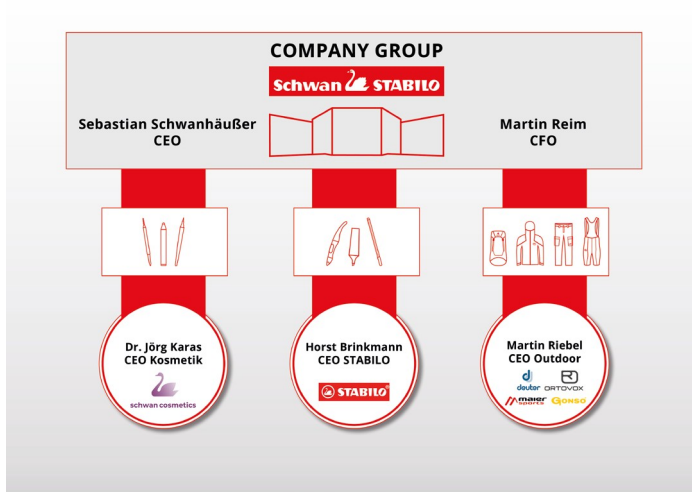


The new management duo, who both studied business administration, will be jointly responsible for the sustainable development of the Group, the implementation of strategic issues and for Group results. All other duties are specific to either the CEO or CFO.

Stronger focus

This restructuring is the company's reaction to increasingly complex economic frame conditions and frees up necessary resources: Previously, the interests of the Group and of the three business units were managed by the same representatives. The new structure, with the CEO and CFO as one superordinate unit and one Managing Director per subgroup, allows for important focus within each area.

More weight for Group prospects



Sebastian Schwanhäußer, who until now had a double function as Member of the Group Management Board and head of STABILO, will be entrusted with the strategic management and development of the Group and subgroups as CEO. As fifth-generation executive shareholder, Sebastian Schwanhäußer is also the representative for the Group:

“Now I can fully concentrate on the development of the Group, and the major headlines are ‘Asia’ and ‘Digitalisation’. Because the rapid speed at which our world – and therefore markets, people and the flow of goods – is changing poses a massive challenge for us in all three business areas. Until now we’ve been able to keep pace – thanks in part to the diversity of our portfolio. But in order to focus upon long-term success for future generations,” says the future CEO, “we need a clear and transparent division of labour in management and strong personalities that will continue to sustainably develop the individual business areas. It’s an exciting challenge!”

Martin Reim, who has been CFO of the Group since 2012, is delighted by his appointment in recognition of his previous work. He will remain responsible for financial management. Other important issues include the development and implementation of the Group finance strategy and corporate governance duties:

“Over the last 10 years, we have almost doubled Group turnover. This reorganisation will allow us to better manage Group-wide aims, particularly when it comes to finance. And our business operations will be able to react quickly to market demands with increased focus.”

The management of the subgroups is in experienced, capable hands

In these challenging times, the family company has complete confidence in the ability and experience of its long-term managers. The Managing Directors of the independently operating subgroups have been announced as Dr Jörg Karas (Cosmetics) and Martin Riebel (Outdoor). The newly appointed Horst Brinkmann (Writing Instruments) succeeds Sebastian Schwanhäußer as the Managing Director of STABILO. Together with the CEO and CFO, they form the Group Management Board – a five-member panel that handles issues that are relevant to all business units.



Dr Jörg Karas



Horst Brinkmann



Martin Riebel

Sustainably future-oriented

“By setting this course, we are arming ourselves for the challenges of the future,” says Chairman of the Advisory Board Dirk Schwanhäußer, explaining the decision of the 43 family shareholders. “Continuity at the top paired with entrepreneurial vision has proved to be very effective throughout our long company history. We think this is the right way to continuously advance the work that our entire management team has very successfully carried out in past years.”

CV Sebastian Schwanhäußer

Sebastian Schwanhäußer, born in 1963, studied business administration at Friedrich-Alexander-Universität Erlangen-Nürnberg. On completing his studies in 1992, he initially worked in corporate planning at Viag AG and then in 1995 moved to Philadelphia, USA, to work as a project manager at Hunt Manufacturing. Two years later, he returned to Germany and became the fifth generation to join the Schwan-STABILO Group. Since 1998, the executive shareholder has been the Managing Director of the Writing Instruments segment and in this position played a leading role in the internationalisation and positioning of the STABILO brand as experts in “learning to write”. He has been a member of the Group Management Board since 2006. The Group entered the Outdoor sector in 2006 with the acquisition of backpack brand Deuter – a move that was largely due to Sebastian Schwanhäußer’s initiative. An entrepreneurial risk that paid off. Now Ortovox, Maier Sports and Gonso are all in the Outdoor portfolio. Sebastian Schwanhäußer has been a Member of the Executive Board at the Nuremberg Chamber of Commerce and Industry since 2009, and has been a commercial judge for the Regional Court of Nuremberg.

His father, Günter Schwanhäußer, invented the STABILO BOSS highlighter in 1971 – an iconic product that has sold in its billions to date.

CV Martin Reim

After leaving high school, Martin Reim, born in 1964, studied business administration at Friedrich-Alexander-Universität Erlangen-Nürnberg until 1988. He started his career as a business administrator in the Mercedes-Benz headquarters in Stuttgart, working in controlling and international audits. In 1993, he moved to A. W. Faber-Castell Unternehmensverwaltung GmbH & Co. KG, where he last worked as Managing Director of the European production of writing instruments and as CFO for the cosmetics segment. In 2009, Martin Reim took up the position of Chief Financial Officer at Schwanhäußer Industrie Holding GmbH & Co. KG. Since 2012, he has performed these duties as Managing Director for the Schwan-STABILO Group, which comprises the Cosmetics, STABILO and Outdoor divisions. This time saw the strong international expansion and further diversification of the Group, which Martin Reim has since supported throughout various acquisitions and upon which he has had a significant commercial impact.