

PRESS INFORMATION

New CFO at Schwan-STABILO: Anke Buttler

Heroldsberg, Germany, 4 January 2023.

Anke Buttler (51) started in her new role as Chief Financial Officer (CFO) for Schwan-STABILO on January 1st this year. She joins CEO Sebastian Schwanhäußer as part of the group’s management board. With a master’s degree in business administration, Buttler can draw on a career spanning over 20 years working for international corporations, including consumer goods manufacturer Proctor & Gamble, where she worked for many years, and more recently as CFO for beauty brand COTY, where she was responsible for the Germany, Austria and Switzerland markets.

Having grown up in Franconia, Buttler, who has two daughters in their late teens, has come back to her home province in her new role for Schwan-STABILO. In addition to the professional challenges the position brings with it, she is particularly looking forward to “the people, the company culture and the Schwan-STABILO brands.” In contrast to a listed company, “a family business like Schwan-STABILO offers the

opportunity for more long-term planning, decision-making and strategies. This provides wonderful scope for creativity!”

Anke Buttler replaces Martin Reim, who stood down from the role over a year ago.

CEO Sebastian Schwanhäußler says: “It is above all Anke Buttler’s background and expertise in consumer goods and cosmetics that makes her such a good match for our portfolio of brands, which is clearly divided into three areas: cosmetics, outdoor and pens. We are excited to have such an experienced financial expert on board, especially during such challenging times, and particularly someone who is also such a good personal fit.”

Despite the global impact of the pandemic and the war in Ukraine, the Schwan-STABILO Group posted record turnover of €745.3 million last fiscal year (compared to €623.2 million the previous year).

For more information visit [schwan-stabilo.com](https://www.schwan-stabilo.com)

Media contact: Marion.Korbel@schwan-stabilo.com