

GERRY WEBER

INTERNATIONAL AG

Press Release

Rena Marx appointed Creative Vice President of GERRY WEBER

(Halle/Westphalia, 12 March 2018) Rena Marx has been appointed Creative Vice President of GERRY WEBER with effect from 1 March 2018. In this new position, she will be responsible for the creative orientation of the GERRY WEBER Collection, Casual and Edition brands.

Rena Marx joined the GERRY WEBER Group in January 2015. As Product Director GERRY WEBER Casual, she was responsible for the successful development of the Casual segment, which has grown consistently. She needed only three years to establish GERRY WEBER Casual both at a national and an international level.

Rena Marx says: "I have come to know GERRY WEBER as an open and innovative fashion company. I am looking forward to develop a unique signature for the whole GERRY WEBER umbrella brand, while at the same time highlighting the differences between the individual collections and sharpen their profiles. In addition to the collection development, this also includes storytelling and the corresponding presentation at the POS with a view to a modern, creative 360-degree orientation of the brand. The focus is on establishing emotional ties with the customer."

Ralf Weber, CEO of GERRY WEBER International AG, comments: "Rena Marx is an experienced and creative manager, who has already proven her skills with the Casual collection. We are convinced that the new position of Creative Vice President is an important step towards a modern, appealing collection, which will make the GERRY WEBER brand even more attractive and desirable."

52-year-old Rena Marx is well known in the textiles industry. Before joining the GERRY WEBER Group, she was Head of Brand for "Basefield Woman" and "In Linea" at Katag AG, Bielefeld. As a self-employed entrepreneur, she previously established her own premium brand, "Rena Marx". The brand was sold to Appelrath und Cüpper in 2004, where it is still a great success.

In her role as Creative Vice President, Rena Marx will work closely with all designers and product managers of the individual GERRY WEBER segments, i.e. Collection, Casual and Edition. The emotionalization of all brand touch points together with the responsible departments such as Marketing, Visual Merchandising and Sales will be another important area of her work.

In her new role, Rena Marx, Creative Vice President GERRY WEBER, will team up with Raimund Axmann, Executive Vice President GERRY WEBER. While Rena Marx is in

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charge of the creative strategy of the GERRY WEBER brands, Raimund Axmann is responsible for the commercial and economic strategy. Both report directly to CEO Ralf Weber.

Raimund Axmann, Executive Vice President GERRY WEBER, comments: "We have laid a good basis with the three GERRY WEBER segments, Collection, Edition and Casual. We will jointly adjust GERRY WEBER to the constantly changing customer behaviour, ensure that processes are accelerated and resources used most effectively and also reinterpret traditional competencies."

The GERRY WEBER Group

GERRY WEBER International AG, headquartered in Halle/Westphalia, operates on a global scale and unites five strong fashion brands under one roof: GERRY WEBER, TAIFUN, SAMOON, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the SDAX, has become one of the best known German fashion and lifestyle companies with approximately 1,270 company-managed stores and sales spaces (incl. 397 from HALLHUBER), more than 2,480 shop-in-shops and 270 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,065 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany.

In the financial year 2016/17 (1 November 2016 to 31 October 2017) the GERRY WEBER Group generated sales revenues of EUR 880.9 million. The subsidiary HALLHUBER, acquired in February 2015, contributed EUR 194.3 million to the consolidated sales of the GERRY WEBER Group.

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