

Press Release

Bauwerk Boen Group with newly elected President of the Board of Directors

St. Margrethen, 24 September 2018 – At the Extraordinary General Meeting on 19 September 2018, the shareholders of Bauwerk Boen AG elected Mr Alexander Zschokke as a new member to the Board of Directors. At its subsequent constituent meeting, the Board of Directors appointed Alexander Zschokke as Chairman of the Board. Dominik Sauter will continue to be a member of the Board of Directors.

Alexander Zschokke has extensive management, marketing and brand experience in industrial, fashion and medical technology companies. From 2012 to 2018, he served as President & CEO of Franke Holding AG. He began his career at Oerlikon-Bührle and then moved into the fashion industry, where he worked for Bally Group from 1992-1999, lastly as Chief Marketing Officer, and subsequently for Salvatore Ferragamo. From 2002-2006, as Managing Partner of Brand View SA, he developed brand strategies in the fields of retail, luxury goods and fashion as well as design and architecture. From 2006-2012, he worked for Sonova Holding in the areas of Marketing & Innovation, Channel Solutions and most recently as Interim CEO. Alexander Zschokke holds a degree in Mechanical Engineering and Business Administration from the Swiss Federal Institute of Technology in Zurich. He was a member of the Board of Directors of the Duravit Group from 2016-2018 and has been Chairman of the Board of Directors of the Vitra Group since 2016. Since September 2018, Alexander Zschokke is also Chairman of the Board of Directors of the Vizona-Ansorg Group.

«We are delighted to have gained Alexander Zschokke, a proven expert with broad industrial expertise, as a sparring partner for our Board of Directors,» says Klaus Brammertz, CEO of Bauwerk Boen Group. Alexander Zschokke adds: «I am happy to contribute my experience in the areas of management, operations, brand development and brand strategies – not least in the architecture and construction sectors – to the Board of Directors of Bauwerk Boen Group. Together with the other Board members and the existing management team, it is my aim to accompany the further successful development of the Group as active Chairman of the Board of Directors».

Contact

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About Bauwerk Boen Group

Bauwerk Boen Group is, according to the assessment of the Bauwerk Boen management, Europe's leading developer, manufacturer and supplier of parquet flooring in the premium segment as well as the second-largest market participant in wood flooring. With sold volumes of over 9.2 million square meters annually, the Group offers a complementary portfolio of two- and three-layer parquets as well as wooden sports flooring under the two brands Bauwerk and Boen. The key markets Switzerland, Norway and Germany as well as Austria, the UK, France, China and the US are being served by local subsidiaries. Administrative headquarters of the Group are located in St. Margrethen, Switzerland. The production locations are currently concentrated in St. Margrethen and Kietaviškės, Lithuania and Durdevac/Croatia. During the financial year 2017, the Bauwerk Boen Group generated a net turnover of CHF 285 million and employed around 1'800 people.

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