

MEDIA RELEASE

Charles Vögele Group: Frank Beeck becomes new Chief Sales Officer

Pfaffikon SZ, 30 March 2010 – The Board of Directors of Charles Vögele Holding AG has appointed Frank Beeck (42) as its new Chief Sales Officer (CSO). In his function as Member of Group Management, he is responsible for managing all sales channels, including e-commerce, from August 2010 the latest. He succeeds Dr. Dirk Seifert.

Frank Beeck comes to Charles Vögele from the Spanish fashion group Mango, where he was responsible as Country Manager for seven countries in Europe, including Switzerland, Germany and Austria. Before that, he spent two years as General Manager Europe for Koton. From 1993 to 2003 he worked in various roles at Windsor, Eduard Kettner and Peek & Cloppenburg. Beeck has a degree in business management.

André Maeder, CEO of Charles Vögele Group, said: "Frank Beeck plays in the Champions League for verticals. With his appointment Charles Vögele is strengthening its management team at the right time to implement the strategy it has initiated."

With Frank Beeck as CSO the Charles Vögele Group management team, which also includes CEO André Maeder, CFO Markus Voegeli and CPO Werner Lange, is now complete.

Charles Vögele Group is one of Europe's leading vertical fashion companies. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7,800 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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