

## **MEDIA RELEASE**

### **Charles Vögele Group strengthens second tier of management**

Pfäffikon/SZ, 22 February 2010 – Following the implementation of its strategy, the Board of Directors of Charles Vögele Group has moved to strengthen the company's second tier of management. Two proven industry experts have been appointed to manage the newly created departments, Sourcing and New Channel Development. From 1 April the Visual Merchandising department will also have a new head.

#### **Matthias Freise appointed new Vice President Group Sourcing**

Matthias Freise (45) takes on the newly created post of Vice President Group Sourcing on 1 April 2010. In this function he will report directly to Werner Lange, CPO. The new post has been created following the specialisation of sourcing roles in the collection development, procurement and central merchandising areas. By focusing on core competences, Charles Vögele Group will be able to meet the increasingly high standards expected of collection development and purchasing, while also strengthening a key component of its success as a vertically integrated company.

Matthias Freise comes to Charles Vögele from Hugo Boss, where he worked in procurement from 1991. His responsibilities there included planning and running the entire value chains of several product divisions – from defining sourcing strategies and process control, to production and quality management.

#### **Andreas Hink appointed new Vice President Group New Channel Development**

On 1 February 2010, Andreas Hink (30) took charge of the newly created New Channel Development department at head office in Pfäffikon. Now that the company has developed a multichannel strategy, he will start by opening up e-commerce as an additional sales channel in autumn 2010.

As e-commerce manager at C&A, Mr. Hink was responsible for developing the retail chain's online shop. During his five years in the fashion industry he also created the online outlet for the premium brand, Marc O'Polo.

#### **Michael Fenzl appointed new Vice President Group Visual Merchandising**

Michael Fenzl (38) is taking over as head of Group Visual Merchandising on 1 April 2010. He succeeds Erich Engeli, who is leaving the company.

Michael Fenzl has had a 16-year career in the fashion industry. He comes to us from Galeria Kaufhof GmbH in Cologne, where he was in charge of visual merchandising and displays from the start of 2006. In this capacity he redesigned the POS for all the chain's

department stores. Before that he worked at Galeries Lafayette in Berlin for four years, and in various other companies in the fashion industry.

Portrait photos can be downloaded from Charles Vögele website: [www.charles-voegele.com](http://www.charles-voegele.com) in the media lounge.

***About Charles Vögele Group***

*Charles Vögele Group is a major independent European fashion retailer with 851 branches in Switzerland, Germany, Austria, Belgium, the Netherlands, Slovenia, Hungary, Poland and the Czech Republic. In the 2008 financial year, the company employed a total of 7888 people and generated net sales of CHF 1369 million. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (ticker: VCH; Bloomberg VCH SW; Reuters VCHZ.S).*

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