



Fressnapf wins over REWE Digital Managing Director: Dr. Johannes Steegmann forms the Managing Board of Fressnapf Holding SE together with Dr. Hans-Jörg Gidlewitz

Folkert Schultz returns to the Administrative Board and takes over the position of Deputy Chairman

Krefeld, 08.05.2020 – After Dr. Matthias Bauer has changed from OBI Digital to the Fressnapf Group on May 1st, now Dr. Johannes Steegmann will reinforce the top management in Krefeld. He will change per August 1st, 2020 from the REWE Group to the Managing Board of the Fressnapf Group. With this, the group underlines the importance of its digital transformation from a pure trading company to THE ecosystem for animal lovers and their pets in Europe. Despite or precisely because of the Corona crisis, Torsten Toeller, company owner and Chairman of the Administrative Board, wants to push this strategic thrust even more strongly as part of the “Fressnapf Challenge”. „We are very happy that with Dr. Johannes Steegmann we have found an experienced top specialist for customer focus and digitalization, who is also very familiar with working with independent businessmen. Additionally, Johannes is an excellent personal match”, says Torsten Toeller. Dr. Johannes Steegmann will form the new Managing Board of the Fressnapf Group alongside Dr. Hans-Jörg Gidlewitz. He will take over Folkert's responsibilities for the areas Customer Experience, Sales Germany, IT & Processes, People, Corporate Relations and Legal/Compliance.

The current Managing Director Folkert Schultz hands over his areas of operational responsibility a good two years after his return to the operational business. With his return back he will take over the position as Deputy Chairman of the Administrative Board. Torsten Toeller: „I thank him for his excellent performance and for his exceptional commitment and I look forward to continuing to work with Folkert.“ The role on the Administrative Board allows Folkert Schultz to strategically and organizationally work for the Fressnapf Group and at the same time to focus more on portfolio work and the responsibility for the Toeller Family Office. „My return to Fressnapf as managing director was planned from the start as a transition phase. It has now been more than two years and I have enjoyed the cooperation and trust of the employees and our franchise partners very much. With Johannes Steegmann we have now found a perfect successor who will accompany us even better in the transformation and this gives me the freedom to focus more on my management role again” reports Folkert Schultz.

Graduated economist Johannes Steegmann started his career at Bertelsmann AG and then worked at McKinsey for nine years before he changed to REWE Group in 2011. There he helped build up REWE Digital GmbH as managing director. Later the national marketing department of REWE was added to his responsibility. At Fressnapf he will significantly contribute in taking the transformation "Fressnapf-Challenge", initiated in 2018, to the next level and to help implement our mission towards a customer-centered and data-driven Fressnapf ecosystem for pets, which is: We do everything to make the relationship of pets and pet parents easier, better and happier!

Following the latest changes, the top management of the Fressnapf Group will be as follows from August, 1st of this year:

Chairman of the Administrative Board: Torsten Toeller

Deputy Chairman of the Administrative Board: Folkert Schultz

Further members of the Administrative Board: Prof. Dr. Arnold Weissman, Bob Moran, Nicola Dechamps

Executive Management Fressnapf Group: Dr. Hans-Jörg Gidlewitz, Dr. Johannes Steegmann

Management Fressnapf Group: Dr. Matthias Bauer (Customer Experience), Benjamin Beinroth (IT & Processes), Jens Berger (People), Heiko Bucker (Product Offer), Jochen Huppert (Sales Germany), Christian Kummel (Controlling & Corporate Development), Norbert Marschallinger (Sales INTL)

**About the Fressnapf Group:**

The Fressnapf Group is the European market leader for pet supplies and is celebrating its 30th anniversary this year. Since the opening of the first "Freßnapf" store in Erkelenz (Germany) in 1990, founder Torsten Toeller has remained the company owner. The company headquarter is located in Krefeld. Today more than 1,600 Fressnapf and Maxi Zoo stores in eleven countries and more than 12,500 employees from over 50 nations belong to the company group. In Germany the predominant number of the markets is operated by independent franchise partners, in European foreign countries as own branches. The Fressnapf Group achieves an annual turnover of more than two billion euros. Beyond that the Fressnapf group is promoter of different, non-profit animal protection projects and constantly develops its social commitment under the initiative "Together for Pets". With the vision "Happier Pets. Happier People." the Fressnapf Group sees itself as a customer-centric retail company and friendly ally between humans and pets, regardless of the channel. The range currently includes 16 brands in all price categories exclusively available at Fressnapf | Maxi Zoo. The company's mission is: "We give everything to make the life of humans and pets easier, better and happier."

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