



LINZ, SEPTEMBER 2019

CHANGES ON MANAGEMENT BOARD OF SILHOUETTE INTERNATIONAL SCHMIED AG

THE MEMBERSHIP OF THE MANAGEMENT BOARD WILL CHANGE ON NOVEMBER

Silhouette International Schmied AG is to change its management structure effective November 1st, 2019. The reforms, carried out by the supervisory board in close consultation with the company's owner family, are part of a carefully planned and comprehensive transition to a next generation of leadership. Silhouette International is the world market leader in premium optical eyewear. Arnold Schmied Jr. – the current CEO – has managed the company together with CFO Andreas Meier and COO Thomas Windischbauer, in accordance with strong family values. The defined changes lay down clear responsibilities which will enable the company to exploit its growth potential and to continue expanding its leadership in the premium eyewear sector. Arnold Schmied and Andreas Meier will relinquish their operational roles at the end of October and join the supervisory board.

THE NEW LINEUP ON THE FOUR-MEMBER MANAGEMENT BOARD

The supervisory board has appointed three new members to the management board.

Reinhard Mahr, who will take the position of CFO as of November, has thirty years of domestic and international management experience and has been CFO of Kwizda Holding GmbH in Vienna since 2004. As of November, he will assume the responsibility for finance and controlling, human resources, legal affairs, IT, and project management at Silhouette International Schmied AG. He will act as spokesperson for the management board and – in alignment with the supervisory board – act as a communication link to the owner family.

Christian Ender, 43, will take his role as CSO with responsibility for global sales on October 1st. He joins the company coming from Munich-based premium sportswear brand Bogner, where he was in charge of worldwide brand and license sales, while pursuing the company's growth-oriented strategy. Christian Ender previously worked in management roles for various premium brands, including Louis Vuitton and Hugo Boss.



Michael Schmied will join Silhouette's management board as CMO as of November 1st. He will have the overall responsibility for the Silhouette brand, the core of Silhouette International, as well as for design, PR, and communications. Michael Schmied has been Silhouette's brand director with a focus on global growth strategy and brand positioning since April 2019. Before that, he spent two years as product manager for Silhouette's sun business, where he achieved significant growth and re-positioned the brand's sun strategy. He has benefited considerably from his several years of marketing experience with the medium-sized family-owned company HiPP GmbH, the world's leading organic baby food manufacturer.

Thomas Windischbauer, COO of Silhouette International since September 2013, will assume responsibility for technology, production, research and development, as well as quality management. His contract has been extended until 2024.

NEW MANAGEMENT TEAM WILL CONTINUE TO EXPAND GLOBAL PREMIUM-MARKET LEADERSHIP

The expanded management board does give Silhouette International the necessary strong and experienced management team providing the framework for its international growth ambitions in the premium market. The combination of its eye wear brands Silhouette and neubau, together with its proprietary – to be announced – sport performance brand and its proprietary Silhouette Vision Sensation® lens business does make Silhouette International the world's leading full-range provider in the premium segment. CEO Arnold Schmied comments: "I have total confidence in the new four-member management board's ability to continue driving our strategic projects and global growth. The new team is a good mix of experienced, entrepreneurial and forward-looking managers within their specialist areas. My son Michael's appointment to the management board marks the beginning of the transition to the third generation and does stand for the continuity of our successful family business."



Left to right: CSO Christian Ender, CFO Reinhard Mahr, CMO Michael Schmied, COO Thomas Windischbauer

FURTHER INFORMATION:

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,600 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2018, around 1.9 million pairs of glasses were sold worldwide (including 1 million in Europe alone) under the company's brands, Silhouette, adidas Sport eyewear and neubau eyewear. The company reported €163 million in revenue in 2018.

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