



Henkell Freixenet internationalizes Management

A five-member Executive Committee will manage the group in the future

Since the merger of the Henkell & Co.-Group and Grupo Freixenet to form **Henkell Freixenet**, the group has developed dynamically. Due to the significantly increased internationality with companies in 33 countries, the market leader for sparkling wine will establish an internationally constituted Executive Committee:

Dr. Andreas Brokemper will lead the company as Chief Executive Officer and Chairman of the Executive Committee. He will also represent Henkell Freixenet on the management board of Geschwister Oetker Beteiligungen KG and will remain Chairman of the Advisory Board of the Group companies.

Eberhard Benz will be Vice Chairman of the Executive Committee and Chief Technical Officer (CTO). Eberhard Benz will be responsible for the Group's supply chain, quality management, sustainability and wineries.

Martina Obregón talks on the function as Chief Marketing Officer (CMO) in the Executive Committee and will remain a member of the Board Freixenet Spain. With Freixenet, she leads the most important brand of the group. Martina Obregón has more than 30 years of marketing experience inside and outside the beverage industry. For the past 19 years, she has led Freixenet's strategic development and global portfolio expansion.

Enore Ceola will now also be Executive Vice President North America in addition to his role as CEO of Freixenet Mionetto USA. Enore, who was born in the heart of the Prosecco region, moved to the U.S. in 1997, where he established Prosecco as a product category with the Mionetto brand. Later, he also merged the Mionetto USA and Freixenet USA organizations. Today, Freixenet Mionetto USA is considered a pioneer of Cava and Prosecco on the US market.

Damian Clarke takes on the position of Chief Sales Officer on the Executive Committee alongside his role as Co-CEO of Freixenet Copestick UK, which he holds jointly with Robin Copestick. Since 2009, he has been responsible



for the Freixenet Group in the UK, where he became market leader for Freixenet in 2011. In 2017, he introduced the now market leading Freixenet Prosecco before joining forces with Robin Copestick to merge the two Henkell and Freixenet sales organizations in 2019.

Henkell Freixenet is also strengthening its management in Germany: In addition to **Dr. Nikolaus Hagenberg** (Controlling & Finance) and **Marcel Szopa** (Production & Logistics), **Maren Lahm** and **Philipp Gattermayer** will join the management team in Germany in the Marketing and Sales divisions in the future:

Maren Lahm will become Chief Marketing Officer Henkell Freixenet Germany. Maren Lahm joins Henkell Freixenet from Henkel Düsseldorf, where, after holding various marketing and sales positions, she was most recently responsible for Henkel's entire marketing activities in Germany and Switzerland as Head of Marketing.

Philipp Gattermayer is taking on the role of Chief Sales Officer in Germany. Philipp Gattermayer has made a significant contribution to the success of Henkell Freixenet in Austria over the past eight years. Philipp Gattermayer will now contribute his sales expertise to both the German and Austrian markets.

Jan-Hendrik Boerse will leave Henkell Freixenet at the end of April 2023. He started in the group's international controlling department in 2007 and progressed through Head of Business Development to Senior Vice President Henkell & Co. Global, before taking over as Managing Director of Marketing & Sales in Germany. We thank Jan-Hendrik Boerse for his successes in our group and wish him all the best for his future.

"With the new international management team we follow the business dynamics of the last years. We are convinced that the new management structure will sustainably strengthen the growth of our group with its strong team and strong brands," says **Dr. Alfred Oetker**, Chairman of the Advisory Board Henkell Freixenet.



About Henkell Freixenet:

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine supplier and has a unique portfolio of brands for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group, as are I heart Wines, Mangaroca Batida, and a portfolio of local brands and multiple award-winning wineries. The highest standards of quality and craftsmanship spur the Henkell Freixenet team on, as does the vision of representing one in ten glasses of sparkling wine worldwide in the medium term.

For more information, visit www.henkell-freixenet.com

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