



PRESS RELEASE

VANESSA STÜTZLE APPOINTED CHIEF DIGITAL OFFICER OF THE S.OLIVER GROUP

ROTTENDORF, 3 March 2016

Since 1 March 2016 Vanessa Stütze has assumed the position of Chief Digital Officer (CDO) of the s.Oliver Bernd Freier GmbH & Co. KG. In this newly created position, she will expedite and accompany the development of one of the central strategic goals of the s.Oliver Group – the digital transformation of the company for the s.Oliver, Liebeskind and comma brands while focusing on the business partners' and the end consumers' perception.

Until now, Mrs. Stütze has been responsible for the e-commerce department of the s.Oliver Group as well as for the Omnichannel & CRM department of the s.Oliver brand. Additional to her current area of responsibility, Vanessa Stütze will be generally responsible for the digital business of the s.Oliver Group in the position of Chief Digital Officer. This includes the formulation of an overall digital business strategy in order to ensure a consistent performance in the end consumers' perception as well as to improve the digital B-to-C communication. In this context, Mrs. Stütze will also resume the Omnichannel & CRM department of the brand Liebeskind, the photographic studio as well as the picture processes of the digital order tool. The development of the s.Oliver app as well as the sales supporting digital planning also merges into Mrs. Stütze's area of responsibility.

"In the function of the Chief Digital Officer we bundle all topics which are important for the digital transformation of the company," says Armin Fichtel, CEO of the s.Oliver Group. "I am convinced that in her capacity as CDO, Vanessa Stütze will successfully further develop our digital business."

COMPANY INFORMATION

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2014, the group achieved a brand turnover of 1.63 billion Euros and employed about 7,400 people all over the world. In addition to the s.Oliver, s.Oliver DENIM, s.Oliver PREMIUM and TRIANGLE brands, the company's portfolio also includes comma and Liebeskind Berlin.

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