



## PRESSE RELEASE

# GODO KRAEMER LEAVES S.OLIVER GROUP

### **ROTTENDORF, 23 May, 2016**

Godo Kraemer, Director of Marketing of s.Oliver Bernd Freier GmbH Co. KG, will leave the s.Oliver Group of his own accord, effective May 31, 2016. Mr. Kraemer will pursue new professional opportunities outside the group.

In 2014, Mr. Kraemer joined s.Oliver Group from Douglas Holding AG. At s.Oliver, he consequently aligned the central marketing departments to a content marketing strategy, whilst also focussing on the digital transformation of the entire marketing system. At the same time, Mr. Kraemer also rebuilt the marketing organization and developed s.Oliver Group's new brand strategy, based on the idea of a strategic brand portfolio.

Armin Fichtel, CEO of the s.Oliver Group, states: "The Freier family and myself, we thank Mr. Kraemer for his achievements. We deeply regret his decision, while wishing him very well for his professional and private future."

### **COMPANY INFORMATION**

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies just within a few decades. In 2014, the group achieved a brand turnover of more than 1.6 billion € and employed about 7,600 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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