



PRESS RELEASE

THE S.OLIVER GROUP APPOINTS DIRK SCHNEIDER AS CHIEF DIGITAL OFFICER

ROTTENDORF, 13 February 2018

The s.Oliver Group announces that Mr Dirk Schneider, PhD, will join the management board of the s.Oliver Group on May 1, 2018, taking over the position of Chief Digital Officer. He will be responsible for the entire field of e-commerce as well as the digital and omnichannel strategy of the s.Oliver Group.

"We are delighted that we were able to win Dirk Schneider for the position of CDO. He has broad experience in the area of digitalization and online sales. In respect of the strategic importance and future-oriented tasks, we decided to embed the position in the management board level of the group", says Gernot Lenz, CEO s.Oliver Group.

Dirk Schneider joins the s.Oliver Group from AMAZON, where he has been working since 2013 running the fashion and accessories business as well as the pan-European brands. Prior to that, Dirk Schneider worked for PAYBACK (American Express Company) refining the multi-channel, direct marketing platform in Germany and international markets. Prior to this, he worked for the management and strategy consultancy Oliver Wyman.

COMPANY FACTS

The s.Oliver Group was established by Bernd Freier in 1969. In only a few decades, it has grown into one of Europe's leading fashion companies. In 2016, the Group generated a brand turnover of more than 1.6 billion euros and employes around 7,000 people internationally. Besides the brands s.Oliver RED LABEL and s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE, the company's portfolio also includes comma, comma CI and LIEBESKIND BERLIN.

If you have any questions, please contact:

Stefanie Heeg
Head of PR

Phone: +49-(0)9302-309-9387

Fax: +49-(0)9302-309-89387

E-Mail: stefanie.heeg@de.soliver.com

Nina Oszfolk
Junior Consultant Corporate Communication

Phone: +49-(0)9302-309-9629

Fax: +49-(0)9302-309-89629

E-Mail: nina.oszfolk@de.soliver.com

soliver-group.com