



PRESS RELEASE

MICHAEL PICARD BECOMES CHIEF HUMAN RESOURCES OFFICER AND CHIEF TRANSFORMATION OFFICER

ROTTENDORF, 5th February 2019

Michael Picard became a member of the management of the s.Oliver Group on February 1st. Together with Gabriele Fluck, Michael Picard will strengthen the already initiated modernization of HR management and the positioning of employer attractiveness and actively manage the global employees through ongoing Group transformations. Global Director HR, Gabriele Fluck, will report directly to Michael Picard.

s.Oliver founder and Group CEO Bernd Freier: "The fashion industry is facing new major challenges, comparable to the changes in the automobile industry. We have to rethink completely and reinvent ourselves. This entails risks - and at the same time many opportunities! Processes, structures and the performance of managers and employees are very important. To strengthen this area for the future, s. Oliver Group is taking over responsibility for HR and transformation management at executive level. As one of the few companies, s.Oliver has managed to survive successfully in 50 years - in a battle like David's against Goliath. I trust my employees and managers to continue this fight successfully in the future."

With Michael Picard, s.Oliver has won an experienced manager with a diverse background in HR, strategy, innovation, digitization, IT, process and change management. Picard worked as Director of Human Resources for the Otto GmbH & Co retail group, was Director of IT Control and Change Management for the Otto Group IT; he was Managing Director of Human Resources (Labour Director) for Metro Cash & Carry Deutschland GmbH and Director of HR Europe for C&A Mode GmbH & Co. KG.

Michael Picard is married and has two sons. His private interests are triathlon, alpine cross mountain biking and playing the guitar.

CORPORATE INFORMATION

The s.Oliver Group was established by Bernd Freier in 1969. In just a few decades, it grew into one of Europe's leading fashion companies. The group of companies employs around 6,600 people internationally. Besides the brands s.Oliver, s.Oliver BLACK LABEL, s.Oliver ACTIVE, Q/S designed by and TRIANGLE, the company's portfolio also includes comma, comma casual identity and LIEBESKIND Berlin.



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