

Press release

Thursday, March 22, 2018

Jörg Hönemann to become the new CFO at Bahlsen

Jörg Hönemann (47) will become the new CFO at Bahlsen and therefore a member of the Management Board. Starting in the third quarter 2018, he will report directly to Werner M. Bahlsen and will be responsible for the business areas Corporate Finance & Taxation, Corporate Controlling & BICC, Corporate Development & Sustainability, Legal and Compliance. In addition to Werner M. Bahlsen and soon Jörg Hönemann, Daniela Mündler, Michael Hähnel and Scott Brankin also belong to the Management Board of the Bahlsen Group.

Jörg Hönemann is currently a partner at the management consulting firm Ernst & Young in Hanover. Furthermore, he is a member of the Regional Lead Team (DACH) and manages the Automotive & Transportation Team in Germany, Austria and Switzerland at EY.

Throughout his long career, he has built up extensive experience, particularly in mentoring international car manufacturers and automobile suppliers. His core areas in consulting include increasing the efficiency of the finance function, optimising organisational structures, and introducing risk management systems.

Jörg Hönemann has gained comprehensive experience in all essential aspects of the finance function. In addition to his professional activity, he has also acquired extra qualifications as a tax consultant, auditor and Certified Public Accountant (USA). He is married and has two children.

Jörg Hönemann will step in for Helge Wieneke who has left the company at the end of February at his own request in order to further develop his own business concepts.

Werner M. Bahlsen, owner and president of the Management Board, is pleased to see such a renowned and skilled finance specialist as Jörg Hönemann joining the company's management. "Due to his expertise and personality, Jörg Hönemann is a perfect fit for Bahlsen and will support us in reaching our ambitious goals."

Corporate Communications

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About the Bahlsen Group

The German family-based enterprise, Bahlsen, is an international sweet biscuit manufacturer. In Germany, Bahlsen is the most successful manufacturer in this market and, with the brands BAHLSEN and LEIBNIZ, it is the market leader. Also, throughout Europe, Bahlsen is one of the most successful sweet biscuit enterprises. Its roots reach back to 1889, when

Bahlsen

Hermann Bahlsen founded the 'Hannoversche Cakes-Fabrik H. Bahlsen'. Today, more than 125 years later, Bahlsen, with its biscuits, waffles, bars and cakes, operates internationally, employing 2,700 people with a turnover of 552 million Euros in 2016. Each year, Bahlsen produces more than 137,200 tons of sweet baked goods at its six sites in Germany and Poland, supplying over 55 countries.