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**Press release**

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## **Bahlsen initiates next phase of transformation**

Hanover. Bahlsen began a realignment and transformation of the company two years ago. The first important steps have been initiated and are being implemented as planned.

For the next phase, Bahlsen now announces a change in leadership. The previous CEO Phil Rumbol will leave the company. Phil Rumbol became CEO of Bahlsen in the spring of 2020. He has driven the process of realigning the company and developing a new corporate mission and strategy. He has developed a realignment for the Bahlsen, Leibniz and PiCK UP! brands, which will be implemented over the next few years.

Werner M. Bahlsen, Chairman of the Board of Directors, said, "On behalf of the family and the Board of Directors, I would like to thank Phil Rumbol for his important contributions to the future of Bahlsen and his extraordinary commitment to the company. He has set important milestones for the realignment, initiated the implementation of the transformation and thus laid an important foundation for the future. We wish him all the best for his professional and private future."

The Management Board - Verena Bahlsen, Cornelia Kaufmann, Jonathan Duffin as well as Claire Sutton - will be responsible for the operational business.

Until the transition to a new CEO, the Management Board will be supported on an interim basis by the three Board members Dr. Matthias Becker, Stefan Ries and Werner M. Bahlsen in an advisory capacity.

Verena Bahlsen, Chief Mission Officer, said, "Our industry is going through a challenging phase. In addition to the current challenges, such as the enormous raw material price increases, we will drive our ongoing transformation to position the company well for a successful future."

**The Bahlsen Family**  
Group Communications

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#### About The Bahlsen Family

Bahlsen is a German family-run biscuit enterprise in its fourth generation. For more than 130 years, we have been producing a variety of biscuits with great care and dedication. For example biscuits and cakes. We are the market leader in Germany in this area. In Europe, we are among the leading manufacturers. We produce our biscuits at five locations in Europe and export them to over 80 countries around the world. Our headquarters are in Hannover. And we have been doing so from the very beginning. Since 1889.