

Press release

Wednesday, March 22th, 2017

Bahlsen appoints Daniela Mündler and Michael Hähnel to the Management Board

Bahlsen currently undergoes a reorganisation process in order to meet the changing requirements of global business. To fulfil these requirements, the Bahlsen Group Management Board will gain two new members.

With effect from 1st of May 2017, **Daniela Mündler** (so far General Manager Bisquiva GmbH & Co KG) and **Michael Hähnel** (so far General Manager Bahlsen D-A-CH) will be appointed as new members of the Bahlsen Group Management Board, which currently consists of Werner M. Bahlsen (Chairman), Scott Brankin and Helge Wieneke.

Daniela Mündler, born 1973, is currently in charge as General Manager Bisquiva for the private label business at Bahlsen. Before joining Bahlsen, Mündler held several different management positions, including Marketing Director and later General Manager at LVMH (Louis Vuitton Moët Hennessy). Afterwards, she was the General Manager Marketing International at Douglas Perfumery for more than five years. Prior to joining Bahlsen in September 2016, she also was Chief Executive at a digital start-up company.

Michael Hähnel, born 1966, is currently the Chairman of the Executive Board for Bahlsen D-A-CH. Prior to joining Bahlsen, Hähnel was at Beiersdorf AG for many years, where he held several international management positions. As the most recent one, he was in charge of the Management Unit Poland/Baltics. In November 2013, Hähnel joined Bahlsen, where he is managing the business activities in Germany. In 2016, he took over the additional responsibilities for Austria and Switzerland (Business Unit D-A-CH).

“I look forward to working with Daniela Mündler and Michael Hähnel in their new roles”, says Werner M. Bahlsen, Company Owner and Chairman of the Management Board.

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 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.

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