

## **Geberit: Changes in the Group Executive Board**

Geberit AG, Rapperswil-Jona, 6 July 2016

**The remit of the Group Division Products of Geberit's Group Executive Board will be split into the areas of Operations and Product Management & Innovation from 1 September 2016. In this context, the Board of Directors of Geberit AG appoints Martin Baumüller as a new member of the Group Executive Board.**

The comprehensive remit of the Group Division Products, which has further expanded in the wake of the acquisition of the Sanitec Group, will be split between the new Group Divisions Operations (procurement, production, logistics) and Product Management & Innovation (product management, technology and innovation, quality) with effect from 1 September 2016. This organisational change takes account of the large number of demanding and complex projects as well as the potential arising from the integration of the ceramics business. Furthermore, Geberit is strengthening two of its four strategic pillars – innovation and continuous business process optimisation.

Michael Reinhard will now manage the Group Division Operations. Egon Renfordt-Sasse – until now responsible for Marketing & Brands on the Group Executive Board – was head of Products Sanitary Systems at Geberit until 2012 and is therefore the perfect candidate to successfully manage the Group Division Product Management & Innovation.

Martin Baumüller has been appointed the new Head of the Group Division Marketing & Brands and will also join the Group Executive Board. Martin Baumüller, who has a doctorate in Business Administration, joined the Geberit Group in 2011 as Head Strategic Planning. As Head Geberit AquaClean he has been responsible for the shower toilet business since 2012, including the European marketing campaigns that have been running successfully for many years. He began his career as a freelance consultant before joining McKinsey & Company where he worked on various international projects and was also a member of the Strategy & Corporate Finance team. The Board of Directors is convinced that in Martin Baumüller it has found an individual familiar with Geberit's culture with very good communication skills and a convincing track record in marketing to head up the Group Division Marketing & Brands.

Visit [www.geberit.com](http://www.geberit.com) → Media → Media Releases to access the following:

- Organisation chart for the Group Executive Board of the Geberit Group
- CV of Martin Baumüller

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The globally operating Geberit Group is a European leader in the field of sanitary products. Geberit operates as an integrated group with a very strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics. The production network encompasses more than 30 production facilities, of which 6 are located overseas. The Group is headquartered in Rapperswil-Jona, Switzerland. With more than 12,000 employees in over 40 countries, Geberit generated net sales of CHF 2.6 billion in 2015. The Geberit shares are listed on the SIX Swiss Exchange. Since 2012, the Geberit share has been included in the SMI (Swiss Market Index).