

## Press information

Generation change within the hülsta Management as of  
1st January 2010

Stadtlohn, 06.11.2009. At the end of 2009, Dr. Bernd Göbel (61) will end his operational responsibilities as Managing Director at hülsta. After 32 years with the company, he has decided to leave and pass on his responsibilities to the next generation.

Ludwig Hüls comments: "Within this period, Dr. Göbel has considerably contributed in making hülsta the best known furniture brand in Germany and across the rest of Europe".

Dr. Göbel will remain close to hülsta, the Hüls group as well as to the circle of associates. He will take on an advisory role for hülsta, will remain on the board of directors of Rolf Benz and will become a member of the advisory board of the Hüls group next year.

This generation change is a long-term plan that has started its implementation from 1<sup>st</sup> January 2009 within the Management Team, which includes the three hülsta Executive Directors Dr. Bernd Göbel, Dr. Matthias Becker and Ludwig Hüls as well as the three members of the Management Team Michael Espenhahn (Marketing), Stephan Doods (Controlling) and Michael Kasteleiner (Technical).

From January 2010, Michael Espenhahn (46) will succeed Dr. Göbel as Managing Director for Marketing/Sales and will form, together with Ludwig Hüls and Dr. Matthias Becker, the hülsta Management Team. Michael Espenhahn has been working for hülsta since 1992. He took responsibility as Sales Manager for the cash-and-carry "Now by hülsta" range (1994) and has been responsible not only for the entire brand communication (2001) but also for the hülsta product development (2009).

Sales management for hülsta within the German market will remain with Jürgen Klümper, who will also be a member of the hülsta Management Team from 1<sup>st</sup> January 2010. Responsibilities for sales of all product lines within the international markets will remain with Jörg Michael Lenhard. From 1<sup>st</sup> January 2010, Ingo Schraub will manage the “Now by hülsta” product line, whilst Markus Funke will continue managing Internal Sales.

These decisions have been taken to ensure the future continuity for the family business hülsta.

hülsta manufactures exclusively in Germany. In 2008, approximately 1,300 employees generated a turnover of 267.5 Mio €.

hülsta offers a wide product range that is marketed worldwide via qualified retail partners. According to the latest Allensbach survey, hülsta’s brand awareness level in the German premium sector is approx. 80%. Within the rest of Europe, hülsta is also the best known furniture manufacturer brand. For the forthcoming anniversary year – in 2010 hülsta will celebrate its 70<sup>th</sup> anniversary – substantial marketing budgets will be provided for a number of activities in the international market.

hülsta is part of the Hüls group, which also includes the companies Rolf Benz, Ruf and Parador.