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PRESS RELEASE

Martin Zouhar appointed new Executive Vice President SEB Professional PCM and Hotel at WMF

Geislingen/Steige – On September 1, 2021, Martin Zouhar (50) has taken over as new 'Executive Vice President SEB Professional PCM and Hotel' of WMF's coffee machine and hotel business and is thus responsible for the WMF, Schaerer, Curtis and HEPP brands in the Professional Business. As a member of the WMF Executive Leadership Team and the Executive Committee of Groupe SEB (ComEx), Martin Zouhar will report directly to CEO Oliver Kastalio. He will succeed Johan Van Riet, who is leaving the company at his own request. With its brands, WMF is one of the world's leading manufacturers of fully automatic coffee machines and a premium supplier in the hotel business.

Martin Zouhar joined Groupe SEB, WMF's parent company, in 2000 and served as general manager for the markets of Central Europe, the UK and Eurasia, among others. Most recently, he held the role of Executive Vice President in charge of Groupe SEB's markets in North and Central America.

"I am delighted that we have gained Martin Zouhar, a proven strategist with a great deal of experience in the international arena, whom I know well and hold in very high esteem from my work on the Executive Committee of Groupe SEB. Under his leadership, we can continue our ambitious growth course in the coffee machine and hotel business at an international level," says CEO Oliver Kastalio.

About WMF

WMF, short for Württembergische Metallwarenfabrik (Württemberg Metal Works Factory), is a leading premium supplier of household products, professional coffee machines and hotel equipment. WMF stands for innovation from tradition and boasts impressive development and design "Made in Germany."

Under the WMF, Silit and Kaiser brands, the company offers products for preparing, cooking, eating, drinking and baking at home. Business customers, in particular from the catering and hotel industry, can choose from product ranges covering all aspects of coffee preparation as well as table settings and buffets under the WMF, Schaerer, Curtis and Hepp brands.

WMF's products are available in more than 120 countries and it has over 6,000 employees. WMF operates a total of around 350 of its own shops in Germany, Austria and Switzerland, and in other countries in Europe and around the world, e.g. China. The company was founded in Geislingen an der Steige in 1853 and has been part of the French Groupe SEB since the end of 2016.

Additional information can be found at www.wmf.com

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