

# hunkemöller

## Press release CFO;

Hunkemöller International B.V. - Europe's leading and fastest growing lingerie brand – confirms that it has strengthened its Executive Board in light of its strategic growth objectives.

Michael Hitchcock has joined Hunkemöller International B.V. on 15 January 2018 as CFO. Michael has international experience at a number of large global retailers. Michael also brings extensive experience in fast fashion retail around the globe. Michael has recently been CFO at LK Bennett and previously the CEO of Beale PLC depart store chain. Prior to that Michael was the CFO at Moss Bros Group PLC when it owned the Hugo Boss franchise, Canali, Cecil Gee, and the Moss menswear chain.

Ron Hemmer will move to a newly created position as Chief Strategy & Business Development Officer. Ron has a wealth of experience which has allowed the business to grow rapidly and his diverse knowledge beyond finance, will help drive our strategic plans to become a global omni-channel retail brand.

Philip Mountford, CEO, commented: *“The strengthening of the Board will allow us to continue to drive our strategic plans and to deliver shareholder value. We welcome Michael to the leadership team and are convinced that his experience in fast fashion will allow him to quickly integrate and contribute to our world class management team. Ron has been instrumental to the business over the last years and I’m pleased he is now leading our strategy division. This all will be of great added value to Hunkemöller”.*

### **About Hunkemöller:**

*Hunkemöller is Europe's leading and fastest growing lingerie brand, with 838 stores across 25 countries. The Company was founded in Amsterdam in 1886 and has since developed into a pan-European omni-channel lingerie brand. Hunkemöller delivers perfect fitting, fashionable and high quality bodywear products (across bras, underwear, nightwear, swimwear and other categories including fitness).*

*Hunkemöller is a truly omni-channel retailer and has integrated technology into every aspect of the business; from extensive customer profiling based on an extensive base of active loyalty program members, to a digitalised recruitment and training process for retail employees. The customer journey is at the heart of Hunkemöller's strategy and has resulted in a seamless interaction between the physical and digital environment through its click2brick initiatives.*

*Revenues at the end of FY 2016 amounted to €399 MM, while EBITDA was €62 MM, corresponding to an EBITDA margin of c. 15.6%.*

*Hunkemöller is owned by Carlyle for c. 85% and, for the remaining part, by a management holding entity (Stichting HKM Holding).*

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