

Change in the Management Board at health specialist Beurer

Ulm, 8 March 2021 – For the last 20 years, Georg Walkenbach has been an integral part of Beurer's Management Board and has been actively driving the company's success. Sales increased by a factor of 15 during this time, and Beurer is now one of the world's top manufacturers and number one in the health and well-being sector. On 1 April 2021, Georg Walkenbach will hand over the management baton to his successor Sebastian Kebbe. Alongside Marco Bühler and Oliver Neuschl, the current Director Marketing & Sales Europe will represent Beurer in the area of Marketing & Sales as a new director. Walkenbach will still continue to advise the company on a wide range of projects.

Beurer has been growing steadily since its foundation in 1919. Today, the Ulm-based company offers more than 500 products in the well-being, medical, beauty, active, and baby care segments. Around 60 innovative products are added to its range every year, highlighting the company's strong innovative spirit and reflecting its strategy for continued success. The original two-man business has grown to become a full-range supplier and global player in the sector with over 1,000 employees.



"Georg Walkenbach was able to significantly drive this growth for two decades. I am impressed by and very grateful for what we have achieved together to date with our spirit of innovation and team spirit. The turnover of the Beurer Group has increased considerably over the past 20 years and a global customer structure has been established. As a result, our products are now sold in more than 100 countries and the Beurer brand is known worldwide," says Marco Bühler, Managing Director of Beurer GmbH.

During his time as Director, Walkenbach also held shares in the company. The time for the redemption of these shares will now also be used for the handover of the baton that will be officially completed when his successor Sebastian Kebbe is presented on 1 April 2021.

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"Beurer is creating an impressive success story and we can be very proud of it. I am very pleased that we are able to appoint Sebastian Kebbe, a reliable and qualified director from our own ranks. This is also an important part of Beurer's 'family DNA'. I particularly appreciate his many years of experience in the company, his extensive knowledge of the industry and am sure that he will continue to guide Beurer through safe waters and overcome any challenges in the future," says Georg Walkenbach.



Walkenbach will continue to support Beurer as an advisor to the extended Management Board. He will mainly oversee the establishment and expansion of the business in North America in order to strengthen the Beurer brand internationally. He will also be responsible for cooperating with associations and will represent the interests of Beurer, especially at the most important German industry association – the German Electrical and Electronic Manufacturers' Association (ZVEI). Walkenbach has been a member of the the Managing Board of Directors and Chair of the ZVEI's Small Domestic Electrical Appliances Division for many years.



From April, Sebastian Kebbe will be part of the management trio along with Marco Bühler and Oliver Neuschl. Kebbe has over 20 years of experience in sales and marketing. He started his career in sales at Ferrero before holding senior positions in several sectors, including the automotive, insurance and software industries. In 2010, he joined Beurer as Sales Director Medical and built up medical sales in Germany and Italy. In 2014, he became responsible for sales in Germany and Austria. Since January 2019, he has been a member of the Management Board as Director of Marketing & Sales Europe and, in this role, has been managing all European sales companies. "I look forward to the new responsibilities and a strong, wonderful team. Together we will launch innovative projects, develop new products and continue to grow both nationally and internationally," emphasises Sebastian Kebbe.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in

Europe. This portfolio, which is under constant development in all areas, offers products for use in the home. It includes personal bathroom scales, kitchen scales, luggage scales, air purifiers, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake up lights, a snore stopper, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massagers), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be linked to the expanding Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. You can find more information at www.beurer.com.