

Reorganisation of the International Sales Structure at Beurer

Ulm, Germany, 8 April 2021 - As part of the official change in the Beurer management, the sales team has also been restructured with effect from 1 April 2021. Following the appointment of Sebastian Kebbe as the new Managing Director, Ingo Eschweiler takes on the role of Director Sales & Marketing Europe. Export Director Bernd Lindner continues to be responsible for overseas distributors.

With its new sales structure, Beurer is responding to market changes and trends. In addition, the strong growth in recent years made the adaptation of existing internal processes and creation of new processes and responsibilities necessary.



"We are delighted to welcome Ingo Eschweiler to Beurer. With his industry expertise, we are strengthening our team for further international growth. In the future, we will focus even more strongly on expanding our global sales structures," said Beurer Managing Director Sebastian Kebbe.



Ingo Eschweiler can look back on more than 20 years of experience in sales and marketing. He has worked at renowned companies such as Philips and Venta and, therefore, has excellent knowledge of sales channels and structures – from large corporations to family businesses. As a result, he has been able to work in various industries and markets and has looked after customers around the world. As Director of Sales & Marketing Europe at Beurer, he will be responsible for the European subsidiaries and distributors. In his role, Ingo Eschweiler will report to Managing Director Sebastian Kebbe. The divisional heads for the German market and global accounts also report directly to the management board. "I am enthusiastic about the success story of a long-standing company such as Beurer to this day. My goal is to continue to drive this growth and, above all, to strengthen international structures. I see great potential here and will

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be particularly committed to global development and networking," said Ingo Eschweiler on joining the company.



Export Director Bernd Lindner has also been shaping the expansion of Beurer's international structures for over 20 years. Following the restructuring, he will continue to be responsible for all overseas distributors on the sales side.



Kerstin Glanzer, Marketing Director, is still responsible for all higher-level marketing activities. She completes the marketing/sales management trio and continues to report directly to Beurer Managing Director Sebastian Kebbe.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-established company leads the way in several product fields in this segment; the company is the 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 is constantly being developed further in all areas and offers products for use at 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*[®] enable an increasing number of Connect products to connect to the growing 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.