



>

## MAMMUT APPOINTS NEW CEO

**Seon, May 20, 2022 – Swiss outdoor company Mammut Sports Group AG ("Mammut") appoints Heiko Schaefer as new Group CEO effective September 1<sup>st</sup>, 2022. For Schäfer, who previously served as Chief Operating Officer of Hugo Boss AG, Mammut marks his return to the sporting goods world. His focus will be on further strengthening the iconic Mammut mountain brand and accelerating its growth on a global level.**

With Heiko Schaefer as its new CEO, Mammut is gearing up to accelerate its profitable growth and brand equity building, leveraging its leading position as a mountain brand through continued innovation, Swiss-crafted quality and sustainability.

Schaefer brings a wealth of experience in the sporting goods industry. The German manager held numerous senior executive positions for companies such as Adidas and most recently Hugo Boss. Schaefer combines a focus on operational excellence and profitability with a profound understanding of brand dynamics in a digital environment. As Chief Operating Officer at Hugo Boss, Schaefer successfully contributed to the company's stabilization during and acceleration out of the pandemic, while driving the transformation of its value chain towards digitalization and sustainability.

Greg Nieuwenhuys, who has headed Mammut as interim Executive Chairman since September 2021, will continue to work closely with Schaefer and Mammut as Chairman of the Board.

**Heiko Schaefer** comments: "I am extremely excited to return to the sporting goods world, joining the most iconic outdoor brand in Europe. I look forward to devoting my energy and passion to unlocking Mammut's full potential with its team – making the brand even more desirable and accessible to mountain sports enthusiasts."

**Philippe Jacobs and Jacob Polny**, members of the Board of Mammut for Telemos Capital added: "We are delighted to have appointed a strong CEO for Mammut, who combines successful experience across many highly relevant aspects of the Mammut CEO role. We are confident that Heiko will help to bring even greater performance to Mammut in the years to come, as we continue to strengthen Mammut's global positioning as the iconic outdoor brand that we are proud owners of."

**Greg Nieuwenhuys** concluded: "Over the past months, we have prepared Mammut for its next phase of growth. I am proud of the passion demonstrated by Mammut colleagues around the globe and excited to announce Heiko as CEO. I look forward to the collaboration and reaching greater summits together."

### About Mammut

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading premium brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 800 people.

[mammut.com](http://mammut.com)

### Contact

Mammut Sports Group AG  
Industriestrasse Birren 5  
CH-5703 Seon

### Public Relations

Phone +41 (0)62 769 82 71  
[pr@mammut.com](mailto:pr@mammut.com)  
[mammut.prezly.com](http://mammut.prezly.com)