

PRESS RELEASE

SABINA FURLER HANDS OVER LEADERSHIP TO GREGOR A. HÜNI

Baden-Dättwil, 16 May 2017 – After nine years heading the Swiss lingerie and swimwear retail company Beldona AG, Sabina Furler (53) will be leaving the company. She will take a sabbatical before continuing on to a new professional challenge. Sabina Furler will continue as Beldona's CEO until the end of June, before handing over to Gregor A. Hüni (41) on 1 July 2017 who is currently responsible for sales at Beldona.

Sabina Furler joined Beldona as CEO in 2008. Since then, she has comprehensively repositioned the Beldona brand and swiftly transformed the company into a modern and prosperous business. With 70 own stores across Switzerland as well as the online shop, Beldona is now the undisputed market leader among specialised Swiss retailers of lingerie and swimwear, and pursues a consistent multi-channel strategy.

Gregor A. Hüni has been Head of Sales & Business Development at Beldona since 2016. After completing a business administration degree at the University of St. Gallen, he started his career as a management consultant at Helbling Management Consulting. He then held various positions in international sales in the watch industry (IWC Schaffhausen, Carl F. Bucherer). Prior to joining Beldona, he led Leuenberger Medizin Technik AG as a partner and CEO.

Beldona AG has been part of Triumph Holding AG since September 2010. Markus Spiesshofer, Chairman of Beldona's Board of Directors, says: 'We very much regret that Sabina Furler is leaving Beldona, as with her, we lose a highly professional leader. She has managed the company with strategic foresight over the years and has significantly influenced its success. We would like to thank her warmly for her excellent work. At the same time, we are very pleased that with Gregor A. Hüni, we have been able to fill this important position internally.'

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Since 2010, Beldona AG (Baden-Dättwil) has been part of Triumph Holding AG (Bad Zurzach). With 70 own stores and 370 employees, Beldona is the undisputed market leader among specialised Swiss retailers of lingerie and swimwear. Beldona's own range is designed by experienced Beldona designers at its Aargau headquarters and is developed with a loving attention to detail. The carefully selected range of seductive lingerie, stylish swimwear, relaxed loungewear and comfortable day and night wear offers everything the heart could desire. Highly trained Beldona consultants are always on hand with valuable tips, while the online shop beldona.com also provides inspiration with beautiful pictures and many useful features.