

Reiner Strecker becomes new Chairman of the Supervisory Board of Eckes AG

The former head of the Vorwerk Group succeeds Axel Hamm

Nieder-Olm, April 11, 2022: Reiner Strecker, an experienced corporate executive, has been elected as the new Chairman of the Supervisory Board of Eckes AG, the parent company of Eckes-Granini Group GmbH, which is headquartered in Nieder-Olm (Rhineland-Palatinate). He succeeds lawyer Axel Hamm, who has headed this body since 2010. In his function as Chairman of the Supervisory Board, he was primarily involved in the company's expansion in Europe and the recent change at the top of the Management Board.

"Axel Hamm was a prudent and passionate Chairman of the Supervisory Board and made a significant contribution to the success of our company over many years," explains Tim Berger, CEO of Eckes-Granini. "We would like to express our sincere thanks to Axel Hamm for his outstanding work over many years and his important impulses, which have helped our company to achieve continuous growth and stability as well as culture and the ability to change.

The former Vorwerk boss Reiner Strecker wants above all to help shape the future direction of the company

The new Chairman of the Supervisory Board Reiner Strecker has retired from the position of General Partner of the Wuppertal-based Vorwerk Group in 2021 after twelve successful years. The 60-year-old business economist began his career at Commerzbank AG. Afterwards, the native of Freiburg worked for an international management consultancy in Switzerland and worked for more than 10 years at the British American Tobacco Group London and New Zealand and from 2003 as a member of the Executive Board in Hamburg. In March 2009, Reiner Strecker then moved to the family-owned company Vorwerk & Co. KG, whose very successful development and digital transformation he has been instrumental in driving forward in recent years. Since 2012, Reiner Strecker has also been Chairman of the Su-



pervisory Board of the listed shopping centre operator Deutsche Euroshop AG and other well-known companies.

Tim Berger: "In Reiner Strecker we are gaining an experienced manager from the German business community who will support us in meeting current challenges and will also be able to work with us to tap the future potential of Eckes-Granini."

"I am very much looking forward to my new task and, of course, to the confidence placed in me by the owners and management of Eckes AG," explains Reiner Strecker. "Eckes-Granini has a lot planned for the coming years and has great brands and outstanding products. Contributing to the further development of the company is an exciting challenge to which I will devote myself with all my heart.

You can find further information at:

<https://www.eckes-granini.com/en/company/business-report/>

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Euro-pa. For the independent family-owned company headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the focus is on committed and competent employees, strong brands in the areas of juices, fruit beverages and smoothies, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates mainly in Europe with its own national companies and strategic partners and generates annual sales of 856 million euros with a total of 1697 employees. The company's foundation is formed by the internationally renowned premium brands *granini* and *Pago* together with strong national and regional brands for juices such as *hohes C*, *Joker* and *God Morgon*. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit drinks.

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