



Ad-hoc Press Release

Ashish Sensarma appointed new CEO of Wolford AG as of January 2015

- **Ashish Sensarma appointed as new CEO by Supervisory Board with overall commercial responsibility**
- **Axel Dreher appointed Deputy CEO**

Vienna/Bregenz, **December 15, 2014**. Today the Supervisory Board of Wolford AG appointed Ashish Sensarma as the company's Chief Executive Officer starting on January 7, 2015. In this function, Mr. Sensarma will be responsible for marketing and sales as well as the coordination of the corporate strategy. "We are very pleased that Ashish Sensarma, a world-class fashion expert with strong retail credentials, will join the board in January. He is an optimal addition to our strong management team of Axel Dreher (COO) and Thomas Melzer (CFO) contributing specific international marketing and sales expertise, two areas of importance for our company's success. His proficiency in driving profitable growth and passion for creating consumer satisfaction are exactly what we need", commented Dr. Antonella Mei-Pochtler, Chairwoman of the Supervisory Board. At the same time the Supervisory Board appointed Axel Dreher as Deputy CEO to guarantee continuity in the management of the company.

Ashish Sensarma has over 30 years of experience in the apparel industry. He is a specialist in branded retailing with a global understanding of consumer aspirations in the mid market and luxury segments, coupled with a deep knowledge of multi-distribution channels. He is Indian by birth and a Dutch National. He started his career at Mexx which spanned over 20 years, where he started the retail business from inception and grew it to over Euro 400 million operating over 300 stores. He left the company in 2006, a few years after it was sold to Liz Claiborne. Recently, as the COO of Vilebrequin, a luxury swimwear brand, he was responsible for making the brand a leader in its segment globally. Mr. Sensarma is 55 years-old, he is married and has two grown-up children. He holds a Bachelor of Science in Business Administration from Nichols College in Dudley, MA, with a major in Finance.

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