



RAUSCH AG KREUZLINGEN – Change of management at RAUSCH AG KREUZLINGEN.

Kreuzlingen, 7 October 2020

Four years after taking over the position of CEO from his father Marco Baumann, Lucas Baumann has decided to take on a new challenge in his career. The past four years are among the most economically successful in the company's proud 130-year history. Operational management will now be headed up by Rolf G. Schmid, Delegate of the Board of Directors.

Lucas Baumann joined the family business in August 2012 as Head of Marketing and Communication. Four years later, he took over the position of CEO from his father Marco Baumann. Lucas Baumann has successfully kept RAUSCH – the most frequently recommended hair care brand in pharmacies – growing and evolving. During his time as CEO, he revitalised the well-known and popular RAUSCH brand with a new design and updated the product range, enabling the company to tap into new target groups. He has managed to make the traditional company future-proof in times of great digital change. Under his management, the company recorded its most economically successful years.

The company has also managed to overcome the economic crisis caused by the COVID-19 pandemic, proving just how agile this Kreuzlingen-based family business is. RAUSCH provided local pharmacies and drugstores with large quantities of hand sanitiser, which they urgently needed. 'Taking just three weeks, that was the quickest innovation the company has brought to the market in 130 years. It's an incredibly impressive accomplishment and I thank every single employee for their part in it. It fills me with pride and joy that my team and I have successfully made RAUSCH future-proof' says Lucas Baumann.

In future, the family business will continue to be controlled by the owners, that is, the three shareholders Marco Baumann, Lucas Baumann and Tom Baumann, but it will be led by the management team. The owners expect this step to bring about a new level of professionalisation for RAUSCH AG.

For the transitional period, Rolf Schmid, Delegate of the Board of Directors since December 2017, will be taking over operational and executive management with immediate effect. The 61-year-old headed the Mammüt Sports Group for over 20 years. With his extensive expertise in the consumer goods industry and many years of management experience, he has all the necessary skills to keep RAUSCH growing and progressing. As Delegate of the Board of Directors, he is already very familiar with the company.

Chairman of the Board Peter Muri would like to thank Lucas Baumann for the outstanding feats he has achieved for the company. He is delighted that Lucas Baumann will continue to have a close connection with the company as a shareholder. He would like to thank him for his excellent work and wishes him all the best.



Do you have any questions? The RAUSCH media team looks forward to hearing from you.

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RAUSCH AG KREUZLINGEN

Healthy skin and beautifully nourished hair have been at the heart of our Swiss family business, based in Kreuzlingen, since 1890. Behind the natural ingredients in our carefully produced RAUSCH products, there are real people. People who perfect the secret power of herbs to release their maximum potency gently and effectively for our customers to feel healthy and beautiful. Like our corporate culture, the way we approach the environment is based on trust, respect and appreciation.