



## RAUSCH AG KREUZLINGEN – New generation of owners, and changes to the Board of Directors.

**The two brothers Lucas Baumann (41) and Tom Baumann (39) will take over from their father as the majority shareholders of RAUSCH AG KREUZLINGEN. Marco Baumann, who joined the company in 1968 and managed it with great success from 1974 to 2016, is stepping down as Chairman of the Board and will also step down from the Board of Directors. Long-serving director and Attorney at Law Peter Muri will take over from him as the new Chairman of the Board of RAUSCH AG KREUZLINGEN.**

«It gives me great pleasure to be handing over the reins of our long-established company to the next generation, who will lead the RAUSCH brand into the future,» says Marco Baumann about the generational change. He will leave the 130-year-old family-run business from Eastern Switzerland in good hands. Marco Baumann's two sons, Lucas and Tom, are both acquiring an equal stake in RAUSCH AG KREUZLINGEN as the new majority shareholders. Marco Baumann will remain involved in the company as a minority shareholder. The structure of the Board of Directors will also change after his departure. Long-serving director Peter Muri will take over as the new Chairman. Director Rolf G. Schmid will stay on as Delegate of the Board. The vision and strategic objectives of the company will be redefined and evolved together with the two brothers Lucas Baumann and Tom Baumann, who will continue to serve on the Board of Directors.

There will be no changes to the operational management. Lucas Baumann, who rejoined the company in 2012 as Head of Marketing and Communications and has held the role of CEO since 2016, will continue to be responsible for the operational management of the company. He will be joined on the Board of Directors by his brother Tom.

### **The success story of Marco Baumann**

Marco Baumann joined the company in 1968, working in both the office and the field. Even in his early childhood, he was already helping out in herb growing and production. «I have wonderful memories of it. Chamomile, horsetail, ribwort plantain, mallow, nettle and sage – these plants are my life,» reminisces the ambitious and knowledgeable entrepreneur, who went to 7,000 hairdressers and every pharmacy and drugstore in Switzerland to present his herbal products. In 1974, Marco and his brother Dr. J. Alexander Baumann turned the business into RAUSCH AG KREUZLINGEN, which they successfully managed together until 2006. Marco was the sole owner and director of the company until 2016. Since then, it has grown from a small business with 15 staff into an international company employing more than 160 people in 27 countries.

«Our father's success story is unique. He has made the company into one of the biggest employers in the Kreuzlingen region, as well as establishing RAUSCH as a strong brand in a highly competitive environment. We are pleased to be given the opportunity to write the next chapter of this success story.» say Tom and Lucas Baumann.

### **A glimpse of the future**

The Baumann family and the Board of Directors are staying true to their company's unique philosophy. «We have over a century's experience in extracting natural active ingredients from hand-picked herbs, using special in-house methods to harness this treasure for our customers. Unique and unmistakable, thanks to the best raw materials and production methods. And environmental sustainability is also in our DNA. We will align the RAUSCH brand even more closely with the needs of our target groups and will lead the company into the digital age.» says Lucas Baumann.



Do you have any questions? The RAUSCH media team look 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. We are in our fourth management generation and are still personally dedicated to exploring our unique herbal treasures. Behind the natural ingredients in our lovingly handcrafted RAUSCH products, there are real people. People who perfect the secret power of herbs to release their maximum potency gently and effectively for the health and beauty of our customers. Like our corporate culture, the way we approach the environment is based on trust, respect and appreciation.