



European Marketing Distribution

Press Release

8 September 2009

EMD AG STREAMLINES STRUCTURES AND APPOINTS TWO DIRECTORS

- **Europe's leading associated group of independent trading companies streamlines its structure in line with the development of the market**
- **Two departments in future: Branded Products and Private Label Products**
- **Jürgen Barthelmä and Stephan Plass appointed as directors**

To enable it to further improve meeting market requirements and member expectations, EMD AG has streamlined its structure. Business will be handled in future in the two newly-created departments "Branded Products" and "Private Label Products". This new organisation structure already bears the hallmark of Philippe Gruyters who has been Managing Director of EMD AG since the beginning of July: "To ensure that EMD AG continues to be a success story, in a dynamic environment we need to take all necessary internal steps to vigorously represent the interests of our members out in the marketplace. The clear allocation of functions and expertise to Branded Products on the one hand and to Private Label Products on the other will enable us to more specifically target our involvement in the future."

EMD AG has engaged two established experts in the European trading community to manage the two departments.

Jürgen Barthelmä (41) has been appointed **Director of Branded Products**. He has worked for the company since October 2002 and was already responsible for negotiating cooperation agreements with national and international manufacturers. It is therefore a logical step for EMD AG to now extend his responsibilities. Barthelmä previously held senior positions at SPAR Deutschland and Agenor.

The job of Director of **Private Label Products** has been carried out since the beginning of August by **Stephan Plass** (39) who is a new addition to the EMD AG team. He previously worked for Asian trading companies and for the retail giants Metro and Markant in Germany. His main areas of expertise are in negotiating as well as in product development and in building up international brands and value creation concepts.

About EMD AG

In the Europe-wide market, with a volume of around € 1,400bn, EMD AG today has a sales potential of just under € 122bn. (According to the IGD Retail Analysis 2008, this means that EMD AG is the clear No. 1 in Europe). From the very beginning its focus has been on contracting with multinational and national manufacturers of branded products, on joint procurement of private label products and on developing and implementing exclusive Eurolabels. Over 200 agreements with manufacturers, together with the fact that 2008 was the best year ever for EMD AG with regard to benefits achieved for members, underscore our success to date and at the same time set a clear challenge for the future.

EMD is bound by the motto "the Power of Partnership" in its planning and trading. The group's strength is the commitment of its members who contribute to joint projects their potential, their volume of goods traded or their diligence in contracting. Based on this joint strength EMD presents itself to the branded products industry and to private label producers as a professional, hard-working partner whose central coordination role is recognised in the European trading community.

Contact for Questions

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