



Press Release

Douglas appoints Andreas Bork as new CEO for Germany and Switzerland

Düsseldorf, 20 June 2017. Douglas, the leading retailer in the European selective beauty market, has hired Andreas Bork (50) as new CEO for Germany and Switzerland. He will take on responsibility for these two markets as of 1 September 2017.

Andreas Bork has been responsible for developing and driving complex business and retail strategies throughout his career. Since 2010, he has held different top positions at Burger King, where he played a major role in increasing performance in the DACH region and other European countries with a specific dedication to enriching customer experience. Earlier career steps include working for the French perfumery chain Sephora, where he was in charge of developing the brand's international business in Europe, and for Hermès, where he laid the basis for the transformation and long-term growth of the company's German business. Furthermore, he held leading positions at Star Trac Fitness, Procter & Gamble and McKinsey.

"With Andreas Bork, Douglas has won a top executive team member with longstanding experience in managing strong brands and an impressive track record", said Isabelle Parize, CEO of Douglas. "Besides excellent leadership skills, he possesses strong sector knowledge and is well-versed in the luxury goods retail business. Overall he is an ideal fit for Douglas."

Andreas Bork succeeds Willem Duthler who had agreed to supervise the German and Swiss business in the recent interim period. In order to ensure a smooth transition, Willem Duthler will remain in charge of the German and Swiss business until September, before he will again fully focus on advancing and expanding the Douglas business in the Netherlands.

About Douglas

With about 1,700 stores in 19 European countries, Douglas is the selective beauty care market leader in Europe. Its multi-channel offering – which is well integrated across the stores, online shop and mobile application – as well as its continually updated offering of more than 35,000 products make Douglas the frontrunner in the growing selective beauty market. Supported by its about 18,000 highly qualified and committed employees, Douglas generated annual sales of about EUR 2.7 billion in financial year 2015/2016.

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