



Media release

Changes to Emmi Group Management

Marc Heim and Robin Barraclough take over new responsibilities within Emmi

Lucerne, 31 May 2016 – Robert Muri, Executive Vice President Switzerland, will retire at the end of 2016 as planned. His role will be taken over by Marc Heim, currently Executive Vice President Europe. Marc Heim's successor will be Robin Barraclough, the Group's current Chief Marketing Officer. As part of the reshuffle, Emmi will be expanding its Group Management with a Chief Supply Chain Officer. The search for candidates for this newly created position and for the vacant position of Chief Marketing Officer has been initiated.

With effect from 1 January 2017, Emmi announces the following changes to its Group Management:

New Executive Vice President Switzerland

Marc Heim (49) will become Executive Vice President Switzerland and take over the responsibilities of Robert Muri (65), who is retiring at the end of the year.

Marc Heim has been at Emmi since 2009 and currently holds the role of Executive Vice President Europe. From 2009 to 2013, he was Head of Sales for Emmi, and therefore has an in-depth knowledge of the Swiss business. Since the beginning of 2014, he has achieved very good results in the business division Europe. His previous professional experience includes management roles at Effems AG (now Mars Schweiz AG), Kambly SA and Halter Bonbons AG. Marc Heim has a degree in business studies, majoring in marketing, from the University of St. Gallen. He is married with three children and lives in the canton of Zug.

Robert Muri has worked for Emmi for over 30 years, 21 of which as a member of Group Management. He will step down at the end of the year. Among other roles, he has been in charge of marketing and sales of fresh products, and subsequently the entire Fresh Products Division. In 2004, he also assumed responsibility for the Dairy Products Division, and was appointed Deputy CEO in 2007. Robert Muri played a decisive role in Emmi's transition from a regional to an international company, for which it owes him a great debt of gratitude.



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New Executive Vice President Europe

Robin Barraclough (48) will become Executive Vice President Europe and take over the responsibilities of Marc Heim.

Robin Barraclough has also been at Emmi since 2009. As Chief Marketing Officer, he has successfully carried forward Emmi's strategy, with a focus on strong brands. Before joining Emmi, he held key marketing roles at Mars Incorporated over a period of 16 years, spending time in Bremen and Moscow, among other locations. Robin Barraclough has a degree in business studies from the University of Southampton. The British-Swiss dual citizen grew up in Switzerland, is married with three children and lives in the canton of Schwyz.

Newly created role of Chief Supply Chain Officer

As part of its succession planning, Emmi has decided to expand Group Management with the role of Chief Supply Chain Officer. An important reason behind this is the additional potential that can be tapped by structuring production and logistics processes in Swiss and international production facilities more efficiently. A corresponding level of importance will therefore be attached to the topic within the company.

The two vacant Group Management positions will be advertised both externally and internally. Emmi will announce the appointed candidates at the appropriate time.

Downloads

Photos: <http://mediabox.emmi.ch:80/5a3db016.go> and www.emmi.com/mediabox
Curricula vitae: <https://group.emmi.com/de/ueber-emmi/management/konzernleitung/>

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About Emmi

Emmi is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, the company focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. Outside Switzerland, Emmi concentrates on brand concepts and specialities in established European and North American markets, and increasingly in emerging markets outside of Europe. The primary focus in fresh products is on convenience, natural goodness, sustainability and lifestyle. In the cheese business, Emmi positions itself as the leading company worldwide for Swiss cheese. Emmi's customers are the retail trade, the hospitality and food service sector, and the food industry.

In Switzerland, the Emmi Group includes around 25 production sites of every size. Abroad, Emmi and its subsidiaries have a presence in 13 countries, seven of which have production facilities. Emmi exports products from Switzerland to around 60 countries.

In 2015, Emmi posted net sales of CHF 3,214 million and a net profit of CHF 120 million. The company has around 5,400 employees (full-time equivalents), of which 3,000 in Switzerland.