



PRESS RELEASE

Jägermeister

Wolfgang König elected to the supervisory board of Mast-Jägermeister SE

WOLFENBÜTTEL, 29th of April 2024 – Wolfgang König (51) was elected to the supervisory board of the global spirits company at the annual general meeting of Mast-Jägermeister SE on 26 April 2024. König succeeds Berndt Kodden, who moved from the supervisory board to the management board of the family-owned company on 1 November 2023.

König is a member of the management board of the listed consumer and industrial goods company Henkel AG & Co. KGaA in Düsseldorf, where he is responsible for the Consumer Brands division with sales of around ten billion euros. Over the past 28 years, he has gained extensive experience as a proven expert in marketing and sales as well as in management positions at various blue-chip brand manufacturers such as Beiersdorf, Colgate-Palmolive and Kellogg's. He has global business experience and has lived in Mexico and multiple European countries. He also spent several years in the USA in various roles for all three companies.

The United States is the world's largest market for premium spirits and is therefore also of paramount importance to Jägermeister. 'In Wolfgang König, we have been able to attract a proven consumer brands expert to our supervisory board, who will also perfectly complement us on the board with his relevant US market experience', says Florian Rehm, majority shareholder and chairman of the supervisory board of Mast-Jägermeister SE.

Following the election of Wolfgang König, all six seats on the supervisory board of the family-owned company are once again filled.

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About Jägermeister

Today's famous premium herbal liqueur was launched 80 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.