



PRESS RELEASE

Franke Holding AG
Franke-Strasse 2
P.O. Box 230
4663 Aarburg
Switzerland

Tel. +41 62 787 3131
www.franke.com

from Natascha Widmer
tel. +41 62 787 38 69
fax +41 62 787 30 37
e-mail natascha.widmer@franke.com

Roger Basler set to be appointed new CEO / President of the Franke Washroom Systems Division

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Roger Basler (48) to assume operative management of the Franke Washroom Systems Division on October 1, 2013

Franke Washroom Systems produces and sells washroom and sanitary systems for the public and semi-public sector around the world. The long-established Swiss company KWC also became part of this division in June 2013. Roger Basler will be taking up the new function as CEO / President Franke Washroom Systems on October 1, 2013, and in this function will be a member of the Franke Group Management Board.

As Chairman and Delegate of the Board of Directors and CEO of Heineken Switzerland AG, Roger Basler is currently responsible for all of the activities of Heineken in Switzerland. As the former Managing Director Europe of Dyson Limited UK and Managing Director of Red Bull AG Switzerland, he furthermore has a proven track-record as a general manager.

Alexander Zschokke, CEO Franke Group: "I am delighted that we have been able to secure the services of Roger Basler for Franke. Not only does Roger Basler have the international experience in the industrial and consumer goods sector that we want. He also has a high affinity with marketing and sales, which we require for the continued development of our division with its locations in Europe, North America, Africa or the Middle East."



Franke is a world-leading provider of solutions and equipment for domestic kitchens, washrooms, professional food service, coffee preparation and beverage delivery. The Group is globally active with 8,500 employees working in 40 countries, generating revenues of CHF 2 billion.

Natascha Widmer, Franke Holding AG, Corporate Communications
Tel. +41 62 787 38 69 / +41 79 771 90 73
natascha.widmer@franke.com / www.franke.com