



## **Change in management at LR: Dr. Andreas Laabs named new CEO as the successor to Andreas Friesch**

**Ahlen, 25 May 2022** – The current CFO and COO, Dr. Andreas Laabs, will assume the role of Chief Executive Officer (CEO) of LR Health & Beauty SE and management responsibility for the entire LR Group as of 27 May 2022.

Dr. Laabs succeeds Andreas Friesch, who is making his positions available for personal reasons and will step down on May 27, 2022. Andreas Friesch is very grateful for the special time he spent at LR and is looking positively to the future: „I would like to thank all employees, leaders and partners who have done a fantastic job over the last four years. Together, we have succeeded in developing LR into a modern, digital company. Working with Andreas Laabs and Thomas Heursen has also been great and a lot of fun. I have never experienced a CFO who thinks as sales-oriented as Andreas! That's also exactly why I know the future of LR is in good hands."

Dr. Andreas Laabs emphasizes: "I would like to thank Andreas Friesch for the joint successes we have achieved for the LR Group and wish him all the best on behalf of all employees and partners of LR. At the same time, I look forward to building on the foundation we have laid with our management team. We will consistently continue to digitize our corporate structures and drive forward our international expansion with the expansion of our business in South Korea. Together, we are facing the current challenges of the market environment. In particular, we are concerned with the currently unpredictable development of the macroeconomic situation due to the conflict with Russia, the general pressure on supply chains and global trade, and the resulting restraint in private consumption. Nevertheless, we are confident that we will be able to continue the LR Group's successful course to date in the long term."

Dr. Laabs has been a key figure in the management of LR since 2014 and has played a major role in shaping the success of our business. The realignment of the management will ensure continuity of our leadership and provide new impulses and while sustainably securing the growth path beyond the current challenges.



Continuing as General Manager - and with more than 30 years of LR experience - he is joined by Thomas Heursen in his central role as "General Manager Global Partner Relation". Both are extremely confident about a joint, successful future with LR.

**Picture**



**Image Caption:** The current CFO and COO, Dr. Andreas Laabs, will assume the role of Chief Executive Officer (CEO) of LR Health & Beauty SE and management responsibility for the entire LR Group as of 27 May 2022.



## LR Gruppe

Following the motto “More quality for your life”, the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in 28 countries. As a modern social selling platform, the company combines personal exchange in its community with efficient, digital solutions. This expertise is particularly evident in the “LR Connect” app developed by LR itself, which supports the community in building and developing its business. The community, which often acts as micro-influencers, is young, flexible and increasingly uses social media as a sales platform. LR’s goal is to improve people’s well-being and health with its portfolio consisting of care and decorative cosmetics, dietary supplements and perfumes. That is why the company continuously develops new products – from the power of nature in combination with the latest scientific findings.

The processing of Aloe Vera has been one of the core competencies of LR Health & Beauty for 20 years. Only the valuable inside of the leaf is used for the products. Since 2018, LR has been producing its Aloe Vera Drinking Gels in the modern Aloe Vera production side at the company headquarters in Ahlen. LR has been firmly established in the market for over 35 years with around 1,300 employees and more than 300,000 registered community members. LR also founded the LR Global Kids Fund e.V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions. The commitment to take responsibility in terms of ESG is part of LR’s philosophy. Since 2020 LR started using FSC-certified paper, taking various measures to avoid plastic consumption and switching to green power.

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