



LR Group reinforces management team

Ahlen, 8 December 2022 – LR Global Holding GmbH is today announcing that Patrick Sostmann has been appointed General Manager Sales & Marketing. He will take up his position on 1 February 2023, thus rounding out the management team. In his role, he will be responsible for Sales (global sales regions), Marketing and Global Sales Operations.

LR has significantly improved its business performance in recent months, with revenues approximating the 2021 record year in the third quarter. Along with the launch of ZEITGARD Pro, greater cooperation at the international level proved a key driver of this turnaround. Dr. Andreas Laabs, Chairman of the Management Board of LR Health & Beauty SE and CEO of the LR Group since the end of May 2022, explains: "The latest development shows we were right: Although multiple challenges cloud the overall economic environment, LR can continue on its growth trajectory if we work more closely as an international team together with our sales partners and the countries."

One of Patrick Sostmann's important tasks will be to intensify cooperation between headquarters and the regional and local country teams. Sostmann, aged 48, has a long track record of direct sales experience and excellent know-how in international sales.

The responsibilities of Andreas Grootz, General Manager Legal & New Markets, and Thomas Heursen, General Manager Global Partner Relations, will remain unchanged. All three general managers report to the CEO.

"I am looking forward to our work together, and I am convinced that LR enjoys the best prerequisites with this management team for mastering all challenges



and for achieving the ambitious goals we have set ourselves," concludes Dr. Andreas Laabs.

LR Group

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 around 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, often acting 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 nutritional supplements and personal care, health representing close to 65% and beauty 35% of our sales. 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 almost 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established one of the most modern Aloe Vera production sites for Aloe Vera Drinking Gels in Europe. LR has been firmly established in the market for over 35 years with around 1,200 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. LR has been using FSC-certified paper since 2020, takes various measures to avoid plastic consumption and has switched to green power.

Your contacts:

PR contact:

LR Global Holding
Almut Kellermeyer
Head of PR / Public Affairs
Kruppstraße 55
59227 Ahlen
Germany
Phone: +49 (0)02382 7813-106
email: a.kellermeyer@LRworld.com