

PRESS RELEASE

Staufen founder Martin Haas moves to the head of the Supervisory Board / Wilhelm Goschy takes over as CEO of the international transformation consultancy

Köngen – Staufen AG is undergoing a generation change. After 25 years at the head of the management consultancy, which was founded by him and Ralf Stokar von Neuforn, Martin Haas is moving to the Supervisory Board and taking over as Chairman. Wilhelm Goschy, who has been a member of the Executive Board for many years, will chair the consultancy's operational management committee as his successor in the future.

Martin Haas will take over the position of Chairman of the Supervisory Board from his partner Ralf Stokar von Neuforn, who will continue to support Staufen AG as an honorary member of the Supervisory Board. Haas and Stokar von Neuforn founded Staufen in 1994 and since then have shaped the consulting industry with their approaches to lean management. For years, Staufen AG has regularly been named the best lean consultancy in Germany. Markus Franz and Thorsten Bückner will form the Supervisory Board together with Haas. Franz and Bückner will replace former Supervisory Board members Sebastian Müller and Dr. Jürgen Schilde, whom Staufen AG would like to thank for their many years of support.

Wilhelm Goschy will be promoted to Chairman of the Management Board. Since 2011, the lean expert has been a member of the Staufen AG Management Board. There he is responsible for business development and strategic industry and market development. Goschy's consulting focus is on value-stream oriented factory concepts, the implementation of value creation systems and coaching executives. In addition, he was significantly involved in expanding foreign business of Staufen AG in recent years.

"Inside every company there is an even better one!"

Since its foundation 25 years ago, Staufen AG has developed into one of the world's leading lean management consultancies. Today, more than 340 employees around the globe support customers from various industries. And

always following the motto: "In every company there is an even better one!" In addition to locations in Germany and Europe, Staufen AG is also firmly anchored in North and South America and has been in Asia for many years with its own employees and offices.

Haas sees internationalization as well as further thematic development as a trend of the future: "With Staufen Digital Neonex, S.QE and Staufen Valuestreamer, we have founded several successful subsidiaries in recent years. In addition, the Staufen Group now uniquely combines specialist consulting and organizational development. Furthermore, we were able to set a new benchmark in the industry with our partner model introduced in 2016."

"We can be proud of what we have achieved and of the very trusting cooperation with our customers – many of whom are leading companies in their industries," says the new Chairman of the Supervisory Board. "Our journey has no final stop," continues Haas. "More than 4000 applications each year show how exciting Staufen AG is for both experienced industry experts and young high potentials. With Wilhelm Goschy and his fellow board members Michael Hahn and Markus Riegger, we are perfectly positioned to continue on our path of success."

"To remain successful, you have to change!"

"I look forward to taking over full operational responsibility together with my two colleagues," said the new Staufen CEO Goschy. "Especially since Martin Haas as Chairman of the Supervisory Board will continue to directly support us with his experience and global network." Goschy's advice - not just for turbulent times like these: "To remain successful, you have to change! Not just once a year, but daily. Not just at one point, but everywhere. Staufen is the perfect partner to initiate the right changes and develop a sustainable culture of transformation."

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About Staufen AG - www.staufen.ag

Inside every company there is an even better one. With this conviction, Staufen AG has been advising and qualifying companies and employees for more than 25 years. Markets are on the move - the competitive pressure is enormous. Staufen helps to quickly bring about the right changes, increase productivity, improve quality and increase innovative strength. With the most fitting strategies and methods, international transformation consulting ensures rapid and measurable success. With an aim towards raising the potential available in every company, Staufen consultants work side-by-side with company executives and employees to establish a vibrant and long-term culture of change. Staufen subsidiary Staufen Digital Neonex supports medium-sized industrial companies on their path to digital transformation. The Academy of Staufen AG also offers certified, practice-oriented training courses. From the international locations, more than 340 employees serve customers all over the world. In 2020, Staufen AG was recognized by "brand eins" as "Best Consultants" for the seventh year in a row. According to the renowned industry study "Hidden Champions 2020," the consulting firm is Germany's best lean management consultancy and was honored several times with the "Best of Consulting" award by the "Wirtschaftswoche" journal.