



CHANGE IN TOP LEADERSHIP AT BERNINA TEXTILE GROUP

Claude Dreyer has headed the BERNINA Textile Group since the beginning of 2008, bringing passion, skill, and a clear vision to the role and achieving great success. This era is now coming to an end: After more than 13 years as CEO of BERNINA, Claude Dreyer is retiring at the end of July 2021. He will hand over his role to Kai Hillebrandt.

"We are the leading provider of household sewing and embroidery systems". This has been mine and Claude Dreyer's goal from the start. Claude Dreyer has solidified our leading position in our core business, strengthened the other companies in the Textile Group and added further business segments (long-arm and multi-needle machines). Thanks to his energy, his strategic foresight and, last but not least, his talent as a source of inspiration and motivator, the BERNINA Textile Group is now a global leader in most sectors. Claude Dreyer has won and earned our trust. He won you over to our goals, and together we achieved these goals.

Claude Dreyer is leaving BERNINA at the height of his successful career, after a challenging year that BERNINA ended with a record result. If confirmation was needed that Claude Dreyer's tailor-made strategy for our company was the right one, 2020 provided it. **My family and the entire BERNINA team would like to thank Claude Dreyer for this success story.** We wish him all the best for the next stage of his life.

Kai Hillebrandt will succeed Claude Dreyer as CEO. Kai Hillebrandt has many years of experience in the consumer electronics industry. He has held senior executive roles at Philips, Samsung and, most recently, at Panasonic, with a clear focus on user-friendliness and quality and always with success. **Kai Hillebrandt will join the company on June 1st, 2021 and will act as CEO starting August 1st, 2021.** We are convinced that he will continue the BERNINA success story and develop it further. Welcome to the BERNINA family, Kai Hillebrandt!

With the change in management, my children will join the BERNINA management team. Katharina will be responsible for the Asian markets, and Philipp is taking on a leading role in the area of digitization at the Steckborn site.

Hanspeter Ueltschi



made to create **BERNINA**