

Schwan-STABILO writes a new chapter:**Staying on course and providing a new impetus**

- Michele Molon (48) becomes the new Chief Executive Officer (CEO) of Schwan-STABILO. He will share responsibility for the group's management with CFO Anke Buttler.
- Sebastian Schwanhäußler (61), long-standing CEO and managing partner, takes over as Chairman of the Advisory Board.

Heroldsberg, May 27, 2025. A significant leadership change is underway at the globally active family-owned business Schwan-STABILO. With operations spanning Writing Instruments, Cosmetics, and Outdoor, and revenues of approximately €800 million, the Group employs more than 5,200 people in 38 locations worldwide. After nearly three decades in various leadership roles, Sebastian Schwanhäußler (61) will step down from his operational responsibilities at the end of the current fiscal year and assume the position of Chairman of the Advisory Board on July 1, 2025.

As of October 1, 2025, Michele Molon (48) will take over as Group CEO of Schwan-STABILO. During the transition period, CFO Anke Buttler will lead the Group's operations.

This generational shift has been deliberately prepared to ensure stability while welcoming new momentum and perspectives. As a sixth-generation family-owned company, Schwan-STABILO continues to believe that early, well-planned transitions are a sign of strength — especially in an increasingly volatile business environment.

A New Group CEO: Michele Molon

Michele Molon is an Italian national with more than 25 years of international leadership experience across both family businesses and listed corporations. He joins Schwan-STABILO from Swarovski, where he held various global executive roles since 2010 and has been a member of the Swarovski Executive Committee (EXCO) since 2017. Most recently, he served as Chief Commercial Officer (CCO) of Swarovski International. In this role, he led the company's entire commercial platform — including Retail, E-Commerce, Wholesale, and B2B Components — across over 150 global markets.

His responsibilities extended to local Sales & Marketing, Human Resources, and Finance, ensuring commercial alignment across all regions. He was also accountable for strategic growth engines and the Mobility business. Molon played a central role in the repositioning of the Swarovski brand and its transformation into a modern omnichannel business. He also served on the boards of several key subsidiaries and joint ventures within the Swarovski Group.

Prior to his tenure at Swarovski, Molon held senior positions at Montblanc, part of the Richemont Group. There, he served as Managing Director Italy Retail and later as Global Head of Retail Operations, overseeing more than 600 boutiques worldwide.

A Personal Commitment

For Michele Molon, joining Schwan-STABILO is a values-driven decision. He deeply appreciates returning to a family business environment shaped by entrepreneurial spirit, long-term thinking, and a strong cultural foundation.

“Leading three vastly different business units under the roof of a single company is a complex yet incredibly exciting task,” says Molon. “It’s a rare opportunity — and one I take on with humility and determination. I want to thank the shareholders for their trust. The strength of any company lies in its people, and Schwan-STABILO is built on a culture of care, courage, and creativity. I believe in empowering talent, listening deeply, and leading with clarity and conviction. He continues: “The world around us is not waiting — and neither should we. Constant evolution is the only way forward. My priority will be to strengthen our innovation capabilities and translate great ideas into tangible, profitable results — quickly and decisively. Together, we’ll keep moving, keep building, and keep earning our place in the future.”

Confidence from the Family

Outgoing CEO Sebastian Schwanhäußler adds: “Michele Molon is an excellent personal and professional fit for us. He brings deep international experience, a profound understanding of family businesses, and a strong connection to brand heritage and markets. His instinct for innovation and creativity gives him precisely the edge we need for Schwan-STABILO’s further development. His Italian origins is also a welcome addition to our diverse leadership culture.”

Change to the Advisory Board



Sebastian Schwanhäußer, representative of the fifth generation of the family, has initiated the generational change at Schwan-STABILO after almost three decades in leading management positions believing that “a generational change is a sensitive moment - especially after so many years of consistency. We planned this step at an early stage and prepared it independently of external factors. In my opinion, an early change is better than a late one. With our decision, we are creating space for fresh impetus and the kind of rejuvenation we need. At the same time, we are also relying on a clear distribution of roles: operational responsibility is being handed over to new forces, while the family remains on board for the long-term direction. As a family-owned company, we think in terms of generations, not years. With a view to the next generations, this is a good step into the future.”. Commenting on his future role, he said: “For me, this transition is above all about changing perspective. I am deeply grateful for the trust that comes with my appointment as Chairman of the Advisory Board and look forward to this new role: supporting the Group as a sparring partner and representative of the owning family. My heartfelt thanks go to everyone who has accompanied me on my journey over the past few years - the more than 5,000 employees worldwide, my colleagues and our shareholders. Their contribution has made a lot of things possible and has had a significant impact on this time.”

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What remains

Since joining Schwan-STABILO in 1997, Sebastian Schwanhäußer has held numerous roles and made a decisive contribution to the development of the Group. Under his leadership, the company successfully navigated the challenges of the COVID-19 pandemic, strengthened its international business, and initiated key strategic investments. Notably, the Group's entry into the Outdoor segment in 2006 — through the acquisition of the backpack brand Deuter — was driven by his initiative. Today, Outdoor represents the Group's third business pillar. His leadership style has been characterized by foresight, openness, optimism, and a strong sense of teamwork — qualities that will remain valuable in his future role as Chairman of the Advisory Board.

A Milestone Year

With this generational change, Schwan-STABILO is turning the page to the next chapter in its 170-year success story. It is a clear sign of continuity, constant renewal, and moving ahead together with its people and with a clear, forward-looking focus.

Career Background

Michele Molon

- From 2010: Joined Swarovski as General Manager Italy
- As of 2017: Member of the Swarovski Executive Committee (EXCO), holding various roles including EVP Omnichannel & Commercial Operations and EVP Sales & Marketing.
- 2021–2022: Interim CEO of Swarovski, where he led a critical course correction of the Group Strategy, including the creation of the Transformation Office and the redesign of the Executive Committee structure.
- From 2022: Chief Commercial Officer (CCO) of Swarovski International. As a member of the Executive Committee, he led the Group's Commercial Strategy across all businesses - including Retail, E-Commerce, Wholesale, and B2B Components — across over 150 global markets. His responsibilities extended to local Sales & Marketing, Human Resources, and Finance, ensuring commercial alignment across all regions. He was also accountable for strategic growth engines including Touchstone Crystal, Swarovski Created Diamonds, the Creators Lab, and the Mobility business.
- Education: Alumnus of the prestigious Advanced Management Program at Harvard Business School. Academic background in Business Administration and Corporate Communication (University of Turin and GIOYA Higher Education), with a certification from CIFAL Global Network – UNITAR in Corporate Social Responsibility and Sustainable Development.

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Sebastian Schwanhäußner

- After completing his business studies, he held various positions in the US, among other places.
- 1997: Started as Key Account and Marketing Manager Germany at Schwan-STABILO.
- 1998: Appointed Managing Director of the STABILO writing instruments division.
- 2006: Joined the Group Executive Board of the Schwan-STABILO Group
- 2019: Assumed the newly created position of CEO of the Schwan-STABILO Group
- 2024: Awarded the highest honor by the Nuremberg Chamber of Industry and Commerce (IHK) for outstanding entrepreneurial achievements.

About Schwan-STABILO:

The Schwan-STABILO Group is an internationally active family-owned company headquartered in Heroldsberg near Nuremberg. The holding company unites three independent business divisions under one roof: cosmetics (Schwan Cosmetics), writing instruments (STABILO), and outdoor (with the brands Deuter, ORTOVOX, Maier Sports, and Gonso). In the 2023/24 fiscal year, the group generated sales of €797.2 million. Around 5,271 employees work for Schwan-STABILO at 38 locations worldwide, 2,270 of them in Germany. As a family-owned company in its sixth generation, Schwan-STABILO stands for long-term thinking, a sense of responsibility, and strong brand identities.