

## *Alexander Hauser New Chief Operating Officer at JACK WOLFSKIN*

Idstein, 10 September 2019 - Alexander Hauser (45) is the new Chief Operating Officer (COO) of Jack Wolfskin. Since September 1, 2019, he has been responsible in the newly created function for the IT, warehouse, logistics, purchasing and inhouse service departments of the leading outdoor supplier based in Idstein near Frankfurt. He is also responsible for further integration of Jack Wolfskin's warehouse and IT landscape into the structures of the Callaway Group. In the past, Jack Wolfskin had bundled the responsibilities of the CFO and COO into one position. In order to meet the expanded requirements of the Callaway Group as the new shareholder of Jack Wolfskin, the separation of the two areas of responsibility was announced in the summer. Since June, the new CFO of Jack Wolfskin, Ante Franicevic, had temporarily assumed the duties of COO until Alexander Hauser joined the company.

Melody Harris-Jensbach, CEO of Jack Wolfskin, said: "Alexander Hauser has extensive experience in his new areas of responsibility, which are of key importance for further development of our business. We are very pleased to have found Alexander Hauser as COO for Jack Wolfskin, with whom we also know that the comprehensive tasks for our integration into the Callaway Group are in the best hands. I am convinced that Alexander Hauser, with his experience and know-how, can make an important contribution to Jack Wolfskin's future success".

Before he joined Jack Wolfskin Alexander Hauser worked as CIO at the Beeline Group, one of the largest international suppliers of costume jewellery. He has more than 20 years of experience in the IT industry and has managed comprehensive projects in the areas of supply chain, logistics, sales and e-commerce. Before joining the Beeline Group, he worked for the Otto Group for seven years, where he held senior positions in IT.

### **Innovation, highest quality and functionality for everyone who's at home outdoors**

JACK WOLFSKIN is one of the leading providers of premium-quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 730 JACK WOLFSKIN stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader status every year since 2014 up until now. JACK WOLFSKIN is also a bluesign® system partner since 2011 and has been a member of the 'Zero Discharge of Hazardous Chemicals' programme since 2012. JACK WOLFSKIN is head-quartered in Idstein, in the Taunus region of Germany. The company currently employs over 1,100 people worldwide.

**Press contact:**

JACK WOLFSKIN  
Ausrüstung für Draussen GmbH & Co. KGaA  
Jack Wolfskin Kreisel 1, 65510 Idstein

Kerstin Pooth (Director PR & Cooperations)  
Tel.: +49 (0)6126/954 671  
E-Mail: [kerstin.pooth@jack-wolfskin.com](mailto:kerstin.pooth@jack-wolfskin.com)

**Press contact:**

Hartmut Schultz Kommunikation GmbH  
Höchlstr. 2  
81675 München

Hartmut Schultz  
Tel.: +49 (0)89/99 24 96 20  
E-Mail: [hs@schultz-kommunikation.com](mailto:hs@schultz-kommunikation.com)