



Press Release

On 14th of April 2009 Mr Reto von der Becke (32) has taken over the position of CEO and President of the Executive Board from his father Reinhard von der Becke at the Baar based family owned company Lux International. Mr Reinhard von der Becke (67) continues to hold the position of Chairman of the Board of Directors.

Lux International looks back at a long tradition and since its foundation more than 100 years ago, has been successful worldwide in selling high quality household appliances in the direct selling market. Last year it launched the Aeroguard, an air purifier recommended by the German Asthma and Allergy Association DAAB and was able to increase its turnover in a demanding market environment by +5% to over 200 Million Swiss francs.

Reto von der Becke completed his Management- and Economics degree with a Master (summa cum laude) at the London School of Economics. Afterwards he worked at the Morgan Stanley Investment Bank, London. In 2003 he joined Lux International. During the past 5 years he has been collecting valuable experiences in Switzerland and abroad, also as sales manager in Asia, Spain and Germany. In his position as Deputy CEO he was, along with his father, responsible for the successful restructuring of the company as well as for the expansion of Lux International into several new countries. Reto von der Becke is married and lives in Zug.

As part of this restructuring Lux International also made changes within the Executive Board. It now consist of **CEO Reto von der Becke** and the newly elected **Executive Vice Presidents Frank Gustavsson** (53), **János Koós** (48) and **Marcus Sandström** (37), as well as CFO **Urs Meier** (previous). Also the Board of Directors has been further expanded by the election of **Mr Suresh Goklaney** (62), CEO and Managing Director of Eureka Forbes, India.

Lux International looks back on over a century of company history and is today one of the best known and most reputable companies in direct sales worldwide. The Swedish company founder was Mr. Axel Wenner-Gren, who developed the world's first household canister vacuum cleaner in 1912. Lux International was a division of the Swedish company Electrolux for decades. In 1999 the company was acquired by the family von der Becke.

Today Lux International has a worldwide turnover of over 200 Million Swiss francs. In Europe, Russia, South Africa and South America Lux is represented with 12 fully owned subsidiaries and an additional 14 National Agent Partners. Over 2.000 sales consultants work in these regions exclusively for Lux. New expansion countries are Russia, Poland and Slovakia.

Lux International is also a founding member of the Lux Partnership Alliance. Together with its partner companies Lux International, Switzerland, Eureka Forbes, India, AMC Cookware, South Africa and Aerus Electrolux, USA, the partnership alliance has realised a turnover of over 500 Million Euro in 2008, employing over 15'000 sales partners and staff worldwide. Lux International is furthermore a major shareholder in the South African direct sales company AMC Cookware, the local market leader in stainless steel cookware.

Together with the Baar based Forbes Lux Group AG, (a joint-venture company with Eureka Forbes, the Indian market leader in the sale of vacuum cleaners and water purifiers) Lux International has founded additional subsidiaries in Indonesia, Thailand, Malaysia and on the Philippines. In these countries a further 1.000 sales consultants are working. (see company profile).

Lux International offers top of the European range of quality products. The company's motto is 'For a healthier home'. The requirements regarding quality, functionality and valency of the product are very high. In 2008 the company introduced with the Lux Aeroguard a world innovation in the segment of air purification. This product has already achieved market leadership in Norway and Hungary. The Aeroguard is also recommended by the German Asthma and Allergy Association DAAB. In 2009 Lux will introduce to the market the new Lux Intelligence vacuum cleaning system, a further qualitatively high standing product in the premium segment.

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Numbers, Figures and other informations see Company Profile Lux International AG