



Insider information in accordance with Section 17 MAR

Beate Uhse AG: New CEO appointed

Hamburg, Germany, 10 April 2017. Beate Uhse Aktiengesellschaft (ISIN DE0007551400, WKN 755140) hereby announces that Michael Specht (54) has today been promoted from the Supervisory Board to the Management Board of Beate Uhse AG. Mr Specht will assume his new role of Chief Executive Officer and Chief Operating Officer on 15 April 2017, and will be responsible for both the company management and the Group's B2C (e-Commerce and Retail) and B2B (Wholesale) areas.

Cornelis Vlasblom will continue to manage the Finance, IT, Legal and Human Resources areas as Chief Financial Officer.

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