



**Ad-hoc announcement pursuant to Section 15 of the German Securities Trading Act (WpHG) – Management Board / personnel report**

**CEO Serge van der Hooft is leaving the Management Board**

During today's Beate Uhse AG (ISIN DE0007551400, WKN 755140) Supervisory Board meeting, CEO Serge van der Hooft informed the Supervisory Board that he wanted to leave the company's Management Board for personal reasons. The Supervisory Board complied with his request and would like to thank Mr van der Hooft for his hard work, particularly during what have been difficult periods for Beate Uhse AG. In order to further utilise his many years of experience within the Group, Mr van der Hooft has agreed to the Supervisory Board's request that he manage Beate Uhse Group's Wholesale segment in future. Until a successor is appointed, Cornelius Vlasblom (CFO) will act as the sole director. The Supervisory Board will immediately start to search for a suitable successor to Mr van der Hooft.

Hamburg, 23.9.2015  
Beate Uhse AG