

PRESS RELEASE

New SVP to lead DOUGLAS Group Marketing

- Anke Menkhorst becomes SVP Group Marketing; direct reporting line to Group CCO Philipp Andrée
- Has more than 20 years of experience in beauty and marketing
- Optimization of the organization for more growth and customer orientation as well as creating a strong omnichannel brand

Düsseldorf, 20.06.2023. DOUGLAS, Europe's leading omnichannel beauty destination, is expanding its top management: As of 1 June, international marketing expert Anke Menkhorst took over the responsibility as SVP for DOUGLAS Group Marketing. As part of the recently introduced CCO organization, Anke Menkhorst reports to DOUGLAS Group Chief Commercial Officer (CCO) Philipp Andrée. In her new role she will focus on the key areas brand strategy and campaigns, store format design, social commerce, content production and brand activation, in order to further strengthen DOUGLAS as an omnichannel brand.

Anke Menkhorst brings a lot of experience in beauty, marketing and as regional CEO. She has worked in the beauty industry for the Japanese cosmetics group Kao for more than 16 years and over 11 years in marketing. Furthermore, she has worked nine years as General Manager and Managing Director for various European national subsidiaries of Kao. For the last six years, she served as CEO of ESL Language Education and built the company into Europe's leading language education agency.

"With Anke Menkhorst, we were able to win a very experienced and successful leader with many years of Beauty and Marketing experience and an international background as regional CEO of European country organizations," said DOUGLAS Group CCO Philipp Andrée. "She is the ideal person to further strengthen the DOUGLAS brand as Europe's

DOUGLAS

leading beauty destination and to ensure a brand experience that is visible and consistent at all customer touchpoints across our countries."

ABOUT DOUGLAS

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering an unparalleled assortment in online stores, via a partner program and in around 1,840 stores. Strengthening our successful omnichannel positioning while consistently developing the customer experience is at the heart of our strategy. In its fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros in perfume, decorative cosmetic, skin and hair care nutritional supplements, health care and accessories.

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