

Willem Duthler to leave DOUGLAS Group - Sebastiaan de Jong to become new CEO Netherlands and Belgium

- Willem Duthler to step down as CEO BENE as of 9 September 2024 due to personal reasons
- Sebastiaan de Jong will become the new CEO with the omni-channel responsibility to further grow DOUGLAS' position as the leading premium beauty destination in the Netherlands and Belgium

Düsseldorf, 31 July, 2024 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, today announced a change in the organization in the Netherlands and Belgium: After more than 25 years in different functions at the DOUGLAS Group, Willem Duthler, CEO BENE, has decided to step down from his role due to personal reasons as of 9 September 2024. He will be succeeded by Sebastiaan de Jong as new CEO Netherlands and Belgium.

Sebastiaan de Jong brings a wealth of experience from different retail functions to the DOUGLAS Group. With more than 25 years in various international managerial positions at Dutch drugstore chain Etos, Dutch retailer Ahold and Intergamma Benelux, he has a proven track record of strategically driving growth and innovation in the retail sector. Sebastiaan de Jong will start at the DOUGLAS Group on 12 August 2024, ensuring a smooth transition before taking over the baton from Willem Duthler in September.

"I am really happy that we were able to win Sebastiaan for this position. His expertise in the European retail landscape combined with his inclusive leadership style and ability to create strong teams will be instrumental as we continue to bring our strategy 'Let it Bloom' to life in the Netherlands and Belgium. We look forward to our future collaboration and wish Sebastiaan a great start at the DOUGLAS Group," said Sander van der Laan, CEO DOUGLAS Group.

Willem Duthler joined DOUGLAS in 1998 as Commercial Manager and eventually became CEO for the Netherlands in 2005. In addition to this position, he held mandates as CEO of the Czech Republic, Latvia and Lithuania organizations as well as Germany and Switzerland, before stepping into his current position in 2017. Under his leadership, the DOUGLAS Group has achieved significant milestones: Thanks to an outstanding team in the country, the company greatly expanded its market presence in the Netherlands, and is on a successful growth trajectory in Belgium as well.

"We would like to thank Willem for his ongoing contribution to the growth of our business - not only in the Netherlands and Belgium. Willem has built a strong team that was further elevated by his experience. He has been an invaluable leader, showing vision and dedication over the past 26 years. I have truly enjoyed our cooperation" said Sander van der Laan. "We wish him all the best in his new phase of life."

About the DOUGLAS Group

With its brands DOUGLAS, NOCIBÉ, parfumdreams and Niche Beauty, the DOUGLAS Group is the leading omnichannel provider of premium beauty in Europe. The DOUGLAS Group inspires its customers to live their own kind of beauty by offering a unique assortment online and in around 1,860 stores. The DOUGLAS Group is the partner of choice for brands and offers a selected range of exclusive brands as well as its own corporate brands. The product range includes fragrances, make-up, skin care, hair care, accessories and beauty services. The corporate strategy "Let it Bloom - DOUGLAS 2026" focuses on strengthening the successful omnichannel positioning and the consistent further development of the customer experience. The successful business model is based on the DOUGLAS Group's omnichannel offering, leading brands and data expertise. In the 2022/23 financial year, the DOUGLAS Group generated sales of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed on the Frankfurt Stock Exchange.

For more information, visit the [DOUGLAS Group website](#).

Press contact

Peter Wübben
SVP Group Communications & Sustainability
Phone: +49 211 16847 6644
E-Mail: pr@douglas.de