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## MEDIA RELEASE / INVESTOR NEWS

### Changes in the Executive Committee at V-ZUG

*V-ZUG strengthens marketing and international markets with Barbara Hans and Yvonne Ongetta*

**Zug, February 2026** – V-ZUG Holding AG is appointing Barbara Hans and Yvonne Ongetta to the Executive Committee as two new members to oversee the areas of marketing and international markets. Barbara Hans will be assuming duties as Chief Marketing Officer on 16 February 2026, with responsibility for global brand management and the further development of marketing. She will be taking over from Nathalie Noël, who is leaving the company at her own request after the end of the current strategy cycle. Yvonne Ongetta will take over as Chief International Officer on 13 April 2026, driving international expansion and strengthening the four focus regions of Germany, China, Australia and the United Kingdom, thus stepping into the former role of Alberto Bertoz, who is concluding his 14-year tenure at V-ZUG by mutual agreement.

Barbara Hans brings more than 25 years of international experience in leading marketing and transformation projects for luxury and consumer goods brands in Europe, Asia and the USA. Most recently, she was Global CMO at A. Lange & Söhne, where she contributed to profitable growth under challenging market conditions. Her expertise – and focus – lies in developing conversions, increasing market shares and fostering emotional brand management. She will draw upon her experience to further develop the marketing organisation of V-ZUG with the aim of effectively translating brand strength into sales and market success, and will be responsible for brand positioning.

Yvonne Ongetta has more than 25 years of experience in international management positions at Bosch Power Tools, most recently as Global Head of Sales Accessories. In this role, she was responsible for complex, global sales organisations and achieved – over the span of several years – systematic growth above the market average as well as sustainable market share gains. Her demonstrated strength lies in the development of scalable go-to-market models, in building efficient global structures and in consistent strategy implementation. At V-ZUG, she will further develop the international sales strategy, expand the company's presence in the four focus regions and align the organisation in international markets for sustainable, profitable growth.

Further personnel information will be communicated at a later date.

“I am very pleased that we have secured two distinguished managers for V-ZUG with Barbara Hans and Yvonne Ongetta. Their international leadership and market expertise will further accelerate the implementation of our growth strategy”, explains Christoph Kilian, CEO



V-ZUG. At the same time, V-ZUG sincerely thanks Nathalie Noël and Alberto Bertoz for their great commitment and valuable contribution to the company's development in recent years. Nathalie significantly advanced the marketing organisation and strategy. Alberto contributed considerably to the establishment and further development of several key markets.

### **Further information**

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### **About the V-ZUG Group**

V-ZUG is Switzerland's leading brand in household appliances and markets its products in selected premium markets abroad. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup AG, which focuses on the Swiss-wide provision of all brand servicing and the retail of household appliances, is also part of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI). (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).

### **Legal notes**

V-ZUG Holding AG processes personal data in accordance with its privacy statement, which is available at [www.vzug.com/privacy-statement](http://www.vzug.com/privacy-statement).