



Press Release

Douglas appoints Nicole Nitschke as new CEO for Germany and Switzerland

- Nicole Nitschke takes up office as new CEO for Germany and Switzerland
- Nitschke replaces Douglas CEO Tina Müller, who had assumed interim corporate management of both countries
- CEO Tina Müller: "In appointing Nicole Nitschke, Douglas has engaged an experienced top manager with many years of expertise in the beauty sector who can look back on an impressive track record."

Düsseldorf, 28 September 2018. Douglas, one of Europe's leading beauty retailers, today announced that Nicole Nitschke will be taking on responsibility for the operations in Germany and Switzerland in the capacity of CEO for both countries as of 1 January 2019. She succeeds Tina Müller, who had temporarily held this position in addition to her duties as Group CEO.

"In appointing Nicole Nitschke, Douglas has engaged an experienced top manager with many years of expertise in the beauty sector who can look back on an impressive track record. In addition to her excellent leadership skills, she has wide-ranging knowledge of the industry, for example from her many years of cooperation with Douglas as an industry partner. German business has stabilized over the past few months. I have no doubts that, on this basis, Nicole Nitschke will lead our German business to new pinnacles of success", says Tina Müller, CEO Douglas Group.

Nitschke looks back on almost 30 years of experience in the cosmetics industry, focusing on strategic brand development and positioning, as well as portfolio and transformation management. The business economist most recently headed Shiseido as Country General Manager for Germany and Austria, and was responsible for the successful merger of Beauté Prestige International, Shiseido, Bare Escentuals and Laura Mercier into the new Shiseido Group. She also implemented a three-year growth strategy which, under her leadership, surpassed the targets in the first year already.

She had previously held numerous international leadership positions with Coty and Henkel. In her twelve years with Coty, Nitschke acted as General Manager for the Prestige Division and as Senior Marketing Director Germany. As a member of the Post Merger Acquisitions team, she prepared the merger of Coty with Procter & Gamble beauty brands between 2015 and 2016. Prior to this, she had been responsible for the long-term growth of the prestige brands in Germany. Before joining Coty, Nitschke spent 14 years with Henkel in Düsseldorf, Brussels, Hamburg and Los Angeles, primarily in strategic brand development.

DOUGLAS

About Douglas

Douglas is a leading retailer in the European beauty industry with about 2,500 stores and fast-growing online shops in 19 European countries. In the financial year 2016/17, the company generated sales of 2.8 billion Euros. Every day, around 20,000 dedicated beauty advisors strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 38,000 high-quality products in the areas of perfumery, decorative cosmetics and skincare. Providing excellent advice and a range of unique services, Douglas is one of the leading companies in the beauty market – both online and in stores.

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