



PRESS RELEASE

Henrik Ekdahl is the new Managing Director of Ernst Leitz Werkstätten GmbH

Wetzlar, 02nd April 2024. Leica Camera AG, has announced that as of 1 March 2024, Henrik Ekdahl has been appointed as Managing Director of Ernst Leitz Werkstätten GmbH being responsible for the Leica watch and accessories business. Ernst Leitz Werkstätten GmbH, Wetzlar, is majority owned by Leica Camera AG.

Prior to working at Ernst Leitz Werkstätten, Henrik held leadership positions working for premium brands globally. Most recently Henrik was Managing Director for the Swiss luxury watch brand IWC Schaffhausen responsible for Central and Eastern Europe, Turkey and Israel. Before this, he held key management roles at both the BMW Group, working for Rolls-Royce and BMW, and the Richemont Group, working for Cartier and IWC Schaffhausen. Returning full circle in his career journey, Henrik previously served as the Area Manager for Eastern Europe at Leica Camera AG from 1996 to 1998.

Dr. Andreas Kaufmann, Chairman of the Supervisory Board of Leica Camera AG, says, “Leica Camera AG has shown tremendous financial results in the recent years. Our brand's strategic vision is committed to expansion and growth, especially in our own retail worldwide. Mechanics and design are key qualities of the Leica DNA and our watches show these qualities. We are delighted to welcome Henrik back to Leica. His expertise will be pivotal in propelling our company towards even greater heights.”

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the

advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.