



Press information

Leica Camera AG announces management change at Leica Switzerland

Wetzlar, 28 January 2016. Olivier Bachmann, managing director of Leica Camera AG, Nidau (Switzerland), has decided to leave the company on 31 March 2016 to turn his attention to new professional challenges.

He will be succeeded by Gülten Baumann, who assumes this position on 1 April 2016. She will be assuming her new function as managing director of Leica Camera AG, Nidau (Switzerland) parallel to maintaining her current position as director of Perrot Image SA. Gülten Baumann has been employed by Perrot Image SA for 15 years, most recently in the function of head of Marketing & Sales and, since November 2010, as director of the management board. During this period, she not only successfully established the company as a prominent player in the Swiss photographic segment, but also positioned the brands the company represents firmly and sustainably on the market and integrated new product lines. Ms Baumann (37) possesses profound knowledge of the Swiss and international photographic markets and is exceptionally well networked with both manufacturers and the photographic retail segment.

Olivier Bachmann began his professional career at Leica Camera AG, Nidau (Switzerland) in 1995 and fulfilled various functions within the company before his appointment to the position of managing director in November 2010. In this function, he made an essential contribution to the strengthening and expansion of the Leica brand on the Swiss photographic market.

In the words of Oliver Kaltner, CEO Leica Camera AG and President of the Supervisory Board of Leica Camera AG, Nidau (Switzerland): 'I would like to express my thanks to Olivier Bachmann for his long-standing engagement for our customers, partners and

employees in Switzerland and for his emotional connections to the Leica brand, and wish him all the best and every success for his private and professional future. At the same time, I am pleased to have the opportunity to welcome Gülden Baumann as an exceptionally experienced and engaged successor who will be assuming responsibility for our activities in Switzerland with outstanding passion and dedication’.

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