

### **Semperlux AG: Change of generations and new focus**

- **Udo Bansbach moves from the board of directors to the supervisory board, Prof. Dr.-Ing. Peter Marx retires from the supervisory board**
- **Semperlux continues to push product innovation and internationalization**

Berlin, 28<sup>th</sup> June 2011 – After 36 years, **Udo Bansbach**, member of the board of directors of Semperlux AG, has retired from the operative business. Mr. Bansbach joined the supervisory board of the Berlin based lighting specialist starting July 1<sup>st</sup> 2011. **Prof. Dr.-Ing. Peter Marx**, who has been with Semperlux for many years, started his well earned retirement as per the same date. The new supervisory board will continue to support advances in product innovation and internationalization. Semperlux was founded by the father of the present owners, Hermann Bansbach, during the German post-war years. Udo Bansbach and his older brother Armin Bansbach, with the help of many long term employees, grew Semperlux into an internationally operating company. Mr. Udo Bansbach, as a member of the board of directors since 1997, worked to assure continuity and stability of the family owned company. A visionary spirit with great passion, Udo Bansbach was very influential in the drive towards international competence and insight of the Semperlux group.

As per July 1, 2011, the executive management of Semperlux has been restructured. **Veit Mueller**, had simultaneously served as President of SELUX Corporation and since 2006 as a member of the board of directors. As a board member, Mr. Mueller was responsible for the very successful promotion of continuous internationalization within the group. As part of the future strategic direction of the group to the core markets of Europe and America, Mr. Mueller has passed on his board responsibilities to **Klaus-Peter Siemssen**, the current CEO of Semperlux AG. During the five years of his board membership, Mr. Mueller has been extraordinarily successful in expanding our firm, while concentrating on North- & South America, the Middle East and some European countries. He will continue his work for the Semperlux Group as President of SELUX Corporation with focus on the strategically important and exceptionally thriving expansion of the brand SELUX in the American region. Udo Bansbach praises his colleague: "In the 5 years Mr. Veit Mueller was part of the board of directors in Germany, he did a truly incredible job in the expansion of SELUX in North- and South America as well as in the Middle East. With our two strong pillars Europe and America we will continue to strengthen our international competence."

Going forward, Klaus-Peter Siemssen, CEO, and **Ulrich Misgeld** will manage the Semperlux Group with its 500 employees worldwide. Klaus-Peter Siemssen has been the principal force behind the re-orientation of Semperlux since April 2010. The 43 year old industrial engineer Klaus-Peter Siemssen states: "In the future, we will continue to manage the company with the necessary stability and sustainability." Short term, Semperlux aims for a consequent expansion with double-digit growth rates. Semperlux is concentrating on investment into research and development of as well as into the expansion of customer service. The Semperlux Group expects sales of about EUR 80million for the business year 2011. Summarizing the medium term strategic planning of the group, Klaus-Peter Siemssen states: "In the future, thanks' to the shift to LED technology, Semperlux will be able to increasingly show our core competences in lighting technology and strength of innovation in serving architects, specifiers and owners."



From left to right: Ulrich Misgeld, Veit Mueller, Udo Bansbach, Klaus-Peter Siemssen

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