

PRESS INFORMATION 31.08.2023

Deutsche Steinzeug Cremer & Breuer AG appoints two new members to the Executive Board

Repositioned for the future

Deutsche Steinzeug Cremer & Breuer AG is expanding its board of directors and thus actively adapting to changes in the market. At the same time, the prerequisite for a strategic reorganisation in the board of directors is being created, which will successively initiate the succession of the current CEO after many decades.

Witterschlick. On September 1, Thomas Musial will take over as a new member of the Executive Board at Deutsche Steinzeug, responsible for Sales and Marketing. In his career to date, Thomas Musial has contributed extensively and with international experience in multi-level sales to the success of various renowned companies and strong brands in the construction industry. Together with Norbert Schäfer, who as of the same date will be responsible as Chief Financial Officer (CFO) for Finance, IT and Product Management at board level, Germany's largest ceramics manufacturer is creating the conditions to expand its market presence at home and abroad and to continue to operate successfully.

"As a traditional company in the German ceramics industry, we see opportunities above all in the challenges of the changing markets and economy. In this respect, we are pleased to have Thomas Musial as an excellent reinforcement and to once again be able to establish our own board department for sales and marketing. We have already informed the trade about this appointment, and they can continue to rely on us as a partner for reliability, customers, service and quality. With the simultaneous appointment as CFO, Norbert Schäfer, with his almost 20 years of experience in our company, stands for continuity in the areas of finance, IT and product management," says CEO Dieter Schäfer.

Schäfer is pleased to have found a reinforcement for the company in Musial, who will further develop Deutsche Steinzeug and its core brand AGROB BUCHTAL, whose management he will also join, into the future.

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BRIEF INTRODUCTION TO THE NEW BOARD MEMBERS

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Thomas Musial



Thomas Musial, 59, will be the Chief Sales and Marketing Officer (CSMO) at Deutsche Steinzeug Cremer & Breuer AG and will be responsible for sales and marketing.

Before joining Deutsche Steinzeug Cremer & Breuer AG, Thomas Musial was responsible for sales and marketing in Germany, Belgium, the Netherlands and Switzerland at the Oras Group/Hansa Armaturen. Before that, he was

Managing Director at Gira, one of the leading medium-sized companies in the German electrical industry. From 2001-2013, Musial held various sales positions at Hansgrohe, most recently as Director of Sales for the Central and Northern Europe regions.

Norbert Schäfer



Norbert Schäfer, 50, takes over the position of Chief Financial Officer (CFO) and will in future be responsible for the Finance, IT and Product Management departments at board level.

Schäfer stands for experience and continuity in the future executive board of Deutsche Steinzeug Cremer & Breuer AG. He has been with the company for almost twenty years and is responsible for finance/accounting and

controlling, including communication and reporting obligations, both internally and in relation to supervisory bodies and banks.

DSCB Executive Board



New Executive Board team at Deutsche Steinzeug Cremer & Breuer AG (from left to right):

Norbert Schäfer, Dieter Schäfer, Thomas Musial