

Zuerich, 28 February 2017

## Barend Fruithof appointed as new CEO of the ASH Group

**As of 1 March 2017, Barend Fruithof will take over the role of CEO of the ASH Group. He follows Stefan Heiniger who has decided to leave the company after one year and a half.**

Stefan Heiniger, CEO of ASH Group, has decided to leave the company. Different opinions about necessary implementation steps required for the strategic further development led to this decision. The Board of Directors appreciates Stefan Heiniger's high personal commitment and his contributions and wishes him all the best and much success for his future.

As of 1<sup>st</sup> March 2017, the Board of Directors appointed Barend Fruithof as new CEO. Barend Fruithof is a skilled farmer and holds a degree as Executive MBA of the University of St. Gallen. He began his professional career in agricultural enterprises before he completed a successful career in the banking sector. In addition to further management functions, he worked for Raiffeisen Switzerland as financial officer and was head of the Credit Suisse's corporate banking business for seven years.

Chairman of the Board of Directors, Walter T. Vogel: "We are delighted to win Barend Fruithof who is a charismatic leader with a wide range of experience. He is familiar with key aspects of our target markets and brings a high degree of financial knowledge. In addition, he understands how to motivate employees, to respond to customer needs and to position business in a changing environment."

Barend Fruithof is 50 years old and Swiss citizen.

*The ASH Group is the globally leading provider of smart product systems and services for cleaning and clearing traffic areas as well as for mowing green spaces in challenging terrain. A support and service programme perfectly tailored to sophisticated customer needs offers the appropriate solution to virtually any challenge. Our close cooperation with municipal and private customers regularly results in well-regarded innovations that continually set new standards.*

*Headquartered in Burgdorf, Switzerland, Aebi is one of the world leaders in manufacturing vehicles for the safe mechanical cultivation and maintenance of extremely steep slopes and particularly demanding terrain. The product range is complemented by multipurpose and powerful transporters with an implement carrier function which allow for using a great variety of demountable and attachable equipment.*

*With production sites in Germany, Holland, Norway and Poland, Schmidt offers some of the most extensive product ranges worldwide in several lines of business. The complex portfolio is made up of versatile solutions for winter maintenance, summer maintenance as well as airport, vehicle and rail technology.*

*Meyer Products and Swenson Products have been part of the ASH Group since 2015. Headquartered in Cleveland, Ohio, Meyer is one of the leading manufacturers of winter service equipment in North America. The company manufactures mainly snow ploughs and spreaders for private customers and the semi-professional segment. Headquartered in Lindenwood, Illinois, Swenson is a leading manufacturer of municipal winter service equipment in the field of snow clearance and de-icing for both private customers and municipalities. The product range comprises powerful spreaders to be mounted on trucks and commercial vehicles.*

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