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# ESPRIT

## ESPRIT HOLDINGS LIMITED

*(Incorporated in Bermuda with limited liability)*  
STOCK CODE: 00330

### CHANGE OF CHIEF PRODUCT AND BRAND OFFICER

The board of directors (the “Board”) of Esprit Holdings Limited (the “Company”) announces that Ms Mia Ouakim (“Ms Ouakim”) has stepped down as the Chief Product and Brand Officer (the “CPO”) of the Group with effect from 21 January 2020 to pursue her career outside the Company.

Ms Ouakim joined Esprit in February 2019 and has made a great contribution to the Company. She unified the brand and product teams under one strategy and led improvement in product performance by reducing options and establishing a clear collection architecture. Additionally, Ms Ouakim spearheaded the development of important brand-building capsules and collaborations such as Throwback, UEFA and Fashion For Good.

The next phase in the transformation of Esprit is to build on this solid foundation, and to further commercialize these initiatives. Therefore, the Board is pleased to announce that Mr Daniel Mayer (“Mr Mayer”) has been appointed as the CPO with effect from 21 January 2020. Mr Mayer started as trainee in Esprit in 2006 then became an Area Manager. Over the years, he gathered an impressive experience from various positions in wholesale and product. Afterwards, he was Product Manager EDC Men then promoted to Head of Sales for EDC in 2013. The following year, he had led the global business for EDC Men. In 2017, he took over management of the entire Men product divisions. Early last year, Mr Mayer was appointed as SVP Head of Wholesale Europe and Americas. In this role, he has driven tremendous change, demonstrating improved results and rebuilding trust and confidence amongst our wholesale partners. He has a unique understanding of Esprit’s core customer and markets and brings a proven track record in strategy, product development, sales and leadership.

The Board would like to thank Ms Ouakim for her dedication and passion for Esprit during her tenure as the CPO and take this opportunity to welcome Mr Mayer on his appointment.

On behalf of the Board  
**Ophelia Lo Tik Man**  
Company Secretary

Hong Kong, 21 January 2020

*As at the date of this announcement, the Board comprises (i) Dr Raymond Or Ching Fai (Executive Chairman), Mr Anders Christian Kristiansen (Group Chief Executive Officer) and Dr Johannes Georg Schmidt-Schultes (Group Chief Financial Officer) as Executive Directors; (ii) Mr Jürgen Alfred Rudolf Friedrich as Non-executive Director; and (iii) Mr Carmelo Lee Ka Sze, Ms Sandrine Suzanne Eleonore Agar Zerbib, Mr Joseph Lo Kin Ching and Dr Martin Weckwerth as Independent Non-executive Directors.*