

Michael Reuter is the new CEO of the Ledlenser Group

With new management, the lighting experts from Solingen want to push ahead with their premium positioning

Solingen, July 2021 - **On 1 July 2021, a change has taken place in the management of Ledlenser GmbH & Co. KG: Michael Reuter has taken over the role of CEO from Thomas Willing. Reuter intends to further expand the Ledlenser brand in the coming years and sharpen its positioning in the premium segment. Willing will remain on the management board until the end of October to support Michael Reuter in the onboarding phase and ensure a seamless transition. Afterwards, he will accompany various projects, especially with a focus on Asia/China and supply chain.**

"My goal is to establish Ledlenser globally as the clear number 1 for transportable LED light in the premium market," says the new CEO of the Ledlenser Group, Michael Reuter. He brings with him professional experience from premium brands such as Alpina Farben, Weber Stephen Grills and Zwiesel Kristallglas, where he was most recently the board member responsible for marketing and sales.

"We are very pleased to have won Michael Reuter for this position," explains Dr. Philipp Schülin on behalf of the shareholders. "Ledlenser will benefit greatly from his long-standing expertise in the marketing of high-quality consumer goods. At the same time, we would like to thank Thomas Willing for his dedicated commitment to the management and are very pleased that he will continue to be available to the company in the future."

Ledlenser has its headquarters in Solingen, where all new products are also designed and developed. They are manufactured at the company's own site in Yangjiang, China. In 2000, Ledlenser developed a torch with an LED instead of a light bulb for the first time - an absolute novelty at the time. Another innovation is the patented Advanced Focus System, which

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is considered a milestone in the company's history. Thanks to high-quality materials and careful workmanship, Ledlenser lamps are extremely robust and durable.

Further information about Ledlenser is available at: www.ledlenser.com

About Ledlenser

The Solingen-based company Ledlenser GmbH & Co. KG is one of the world's leading manufacturers of portable LED lighting products. The experts for high-quality lamps have been offering a wide range of products for different target groups for over 20 years. Professional users in the industrial and security sectors will find the right lamp here, as will sportsmen and women, camping and outdoor enthusiasts, or handymen and do-it-yourselfers. The portfolio also includes power banks. Products from Ledlenser are "Engineered & Designed in Germany".

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