



Personnel changes at the Pfaff Industriesysteme und Maschinen AG

Following the takeover by ShangGong (Europe) Holding Corp. GmbH the Pfaff management will be further strengthened!

Just in time for the Texprocess 2013, the leading trade fair of our industry in Frankfurt, the PFAFF executive board is newly expanded, a result of the recently formed Dürkopp Adler/Pfaff Industrial strategic alliance under the SGE-Group roof will be presented.

In April, Mr. Qing Wang, a member of the ShangGong (Europe) management already joined the Executive Board of Pfaff Industriesysteme und Maschinen AG. He is in charge of production.

Effective June 1, 2013 Mr. Friedbert Schulz took over the responsibility for sales, marketing, R&D and quality. Mr. Schulz is an experienced industry expert with many years of marketing responsibility at Dürkopp Adler AG. Before joining Dürkopp Adler he worked for the former G.M. Pfaff AG in senior sales positions from 1972 to 1999.

Mrs. Cornelia Mast, Chairwoman of the Executive Board, will remain in charge of the business areas of finance, administration and HR.

With this step we want to strengthen the bond between the two strong brands Pfaff Industrial and Dürkopp Adler within the SGE-Group.

The consistent focus on the complementary strengths of the two sister companies will enable significant synergies and thus increase the economic success of the SGE-group.

The position of both brands is further strengthened by a clear direction regarding the group's product portfolio and a competitive and flexible production.

Min Zhang

Chairman of the Supervisory Board