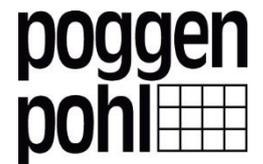


PRESS RELEASE



Herford, 16th June 2016

Outstanding brand leadership

Poggenpohl is among the finest German luxury goods companies in 2016 and is receiving the German Brand Award 2016



Based on the core values of tradition, non-conformist design and perfection, the prestigious kitchen manufacturer Poggenpohl develops holistic kitchen concepts with an innovative formal language that appeals to customers all over the world. At the same time, the focus of product development is on sustainable manufacturing methods and processing of environment-friendly materials. Poggenpohl is now once again demonstrating its consistent brand leadership.

The TOP 25 German luxury goods companies were presented as part of the "Luxury Business Day 2016", which was held in Munich on 9th June. Poggenpohl occupies 14th place in this current ranking. The Inlux Institute

together with the consultancy firm EY and a specialist panel identified the rising stars on the German luxury market from a long list of 250 companies. "The success of German luxury goods companies is founded on the aspects of craftsmanship, technology and design", Florian Huber, a partner at EY, explains. It was already the fourth time that the best luxury goods companies in Germany were elected. Poggenpohl has constantly been able to enhance its position in this exclusive ranking.

In the current "WirtschaftsWoche" journal comparison of "Best Luxury brands 2016" too, Poggenpohl proves its position as a successful German luxury brand by ranking 11th. In co-operation with the brand consultants Biesalski & Company and brandnetworks, the WirtschaftsWoche has already identified the 30 most successful German luxury brands for the sixth time. For this purpose, more than 180 experts from industry associations, the press and the specialist trade for luxury goods judged a total of 79 German companies according to the criteria of reputation, quality, design and price positioning.

Innovative brands, consistent brand leadership and sustainable brand communication, in addition to personalities and companies with a pioneering role in the world of brands are being honoured with the "German Brand Award" offered for the first time. In the competition class "Industry Excellence in Branding", the distinction "Winner" in the category "Kitchens" has now been awarded to Poggenpohl as part of a festive prize giving ceremony in Berlin. Solely companies that had been nominated by the German

Brand Institute, its brand scouts and expert panels were eligible for the competition.

About Poggenpohl:

Poggenpohl has been designing and producing luxury kitchens at the Herford production plant for over 120 years, making it the world's longest-established and most renowned kitchen brand. Customized, fitted kitchens delivered to more than 70 countries are created in a manufacturing area of 54,000 m². A global network of 450 Poggenpohl studios with highly qualified designers perfectly implements the customers' conceptions of an ideal kitchen. The company will be celebrating its 125th anniversary in 2017.

Further information / press contact:

Anke Eigenbrod

Telephone: +49 (0) 5221 / 381 331

Email: anke.eigenbrod@poggenpohl.com

Internet: www.poggenpohl.com