



PRESS RELEASE

Marcus Keitzer to become PHW board member for alternative protein sources

Rechterfeld, Germany, June 2018. On 1 July 2018, **Marcus Keitzer** (43), business administration graduate and Chartered Financial Analyst, and current authorised representative of the PHW Group, will be appointed as a new board member for corporate development / M&A / investment management and corporate law. In his new role, Marcus Keitzer will also be responsible for the newly created department dedicated to alternative sources of protein.

In his current position, Marcus Keitzer has been responsible for numerous domestic and international transactions, including strategic acquisitions in Europe and the sale of Lohmann Animal Health to a strategic US investor. Between 2011 and 2014, the Giessen native worked in the M&A department of a strategic unit of Qatar Holding (Sovereign Wealth Fund), where he oversaw numerous acquisitions, primarily in Asia. Marcus Keitzer began his career in 2003 in auditing at PwC in Frankfurt and subsequently worked in transaction services at KPMG in Frankfurt and Qatar.

“We have decided to appoint Marcus Keitzer to our board not only because of his excellent technical skills, strategic competence and human integrity, but also to give special emphasis to the field of alternative sources of protein both in-house and externally. Marcus Keitzer played a key role in our investment in the Israeli start-up SuperMeat and has also contributed significantly to the success of our distribution partnership with the Californian company BeyondMeat. With the appointment of Marcus Keitzer as board member for alternative protein sources, we consciously take

account of our past and future involvement in this area. We believe in growth through diversity and – in addition to producing poultry meat as our current and future core business – will increasingly focus on finding and developing alternative sources of protein. Marcus Keitzer has proven that he is the right person for this endeavour, and the board is all the more looking forward to working with him in the future,” explains **Peter Wesjohann**, CEO of the PHW Group.

Background

Just earlier this year, the PHW Group entered into a strategic partnership with the Israeli start-up **SuperMeat**, which specialises in the production of meat from cell cultures. Then, just a few weeks ago, the family business in Lower Saxony announced its distribution partnership with the Californian Company **Beyond Meat**. For more information, please visit: www.wiesenhof-news.de

PHW Group

The PHW Group, headquartered in Rechterfeld in Lower Saxony, has 6,772 employees and a total turnover of around 2.48 billion euros in the areas of production and marketing of high-quality poultry specialities such as chicken, turkey and duck under the Wiesenhof brand. Additional business areas include animal nutrition and animal health as well as human nutrition and human health in a group of more than 35 independent companies. For more information, please visit: www.phw-gruppe.de

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