

## Press release

### **New Board member: Beate Flamm appointed as Chief Culture & Communication Officer at Progroup AG**

**Landau, 17 April 2024 – On 15 April, Beate Flamm joined the Board of the containerboard and corrugated sheetboard manufacturer Progroup. She is responsible for the areas of human performance management (personnel), communications and marketing, and corporate social responsibility.**

"Beate has many years of expertise in establishing and expanding a sustainable approach for businesses and in developing corporate and employer brands. We will also be able to benefit from her experience as a Board member in establishing our new four-person Board. What is more, Progroup is not a new company to Beate: she previously worked as an external consultant and played a key role in developing our corporate identity. During this process, we got to know and really appreciate one another," says Maximilian Heindl, CEO and Chairman of the Board of Progroup AG.

Flamm will work together with Maximilian Heindl, Dr. Volker Metz (CFO) and Dr. Marc Sesterhenn (COO) on the Board to develop the areas of personnel and employer branding, promote work in communications and marketing, and will be responsible for the company's approach to sustainability. "As a family company, Progroup adopts a long-term approach and acts accordingly. This is why I'm looking forward to working with my colleagues on the Board to reinforce Progroup's profile as a responsible employer and highlight the company's pioneering role in championing the circular economy. In doing this, I'm very keen to listen to the concerns and questions of our employees as well as other stakeholders."

Flamm, who has a degree in political science and English studies and is a trained typesetter, has spent many years working in strategic consulting and managing businesses. Most recently, she served as a Board member at the international IT distributor ALSO Holding AG and as SVP for Sustainable Change with responsibility for sustainability, communications, marketing and investor relations. Before this, she was at Strichpunkt, a design and strategy agency, where she advised lots of German DAX 30 companies on their communications and successfully established Berlin as a place to do business.

**About Progroup**

*Progroup AG, based in Landau, Germany, is one of the leading manufacturers of containerboard and corrugated board in Europe. Since it was founded in 1991 in Offenbach/Queich, the company has been pursuing a consistent growth strategy which, in addition to technological leadership, is also based on the use of innovative and environmentally friendly production technologies. Progroup operates production sites in six countries in Central Europe. These currently include three paper mills, twelve corrugated sheetfeeder plants, a logistics company and a waste-to-energy plant. The company's second power plant is currently under construction at Sandersdorf-Brehna near Leipzig. With about 1,750 employees, the company generated revenue of around 1.3 billion euros in 2023.*

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