

PRESS RELEASE

Thomas Mackenbrock Appointed as New CEO of Arvato CRM Solutions

Guetersloh, September 18, 2018

Thomas Mackenbrock, Chief Strategy Officer of Arvato, has been appointed CEO of Arvato CRM Solutions with immediate effect. He succeeds Andreas Krohn, whose resignation from the company effective at year-end was already announced last June.

Thomas Rabe, Chairman & CEO of Bertelsmann and Chairman of the Arvato Board, said: "In Thomas Mackenbrock, an internationally experienced manager is taking over the management of Arvato's CRM businesses."

"The task for the months ahead is to put the results of the strategic review of the CRM business into action. I am sure that Thomas Mackenbrock will execute this demanding task, successfully and with entrepreneurial circumspection."

Thomas Mackenbrock said: "I'm thrilled about the appointment and this opportunity to open a new chapter for Arvato's CRM businesses, in order to make them even more digital, more international, and faster-growing."

After several years with McKinsey, Thomas Mackenbrock (42) began his career at Bertelsmann in 2006. He has worked for the Group all over the world in various functions, countries and divisions, including Bertelsmann Investments, BMG, and Arvato. He has served as Chief Strategy Officer at Arvato since January 2017.

Thomas Rabe added: "Andreas Krohn was instrumental in realigning Arvato's CRM businesses. During his tenure at the top, important decisions were made on the further internationalization and digitalization of the businesses. Until he leaves the company at the end of the year, Andreas Krohn will continue to serve Arvato CRM Solutions in a consultative capacity."

About Arvato

Arvato is an international service provider. Almost 70,000 employees develop and realize innovative solutions for business customers from all over the world. They include CRM, SCM, finance, and IT solutions. Enterprises re-presenting many different industries rely on Arvato's integrated solution portfolio – from telecommunication firms to energy suppliers, banks, e-commerce retailers, IT companies, and Internet providers. Arvato is a division of Bertelsmann.

Arvato Corporate Communications

Carl-Bertelsmann-Straße 270
33311 Gütersloh

Phone: +49 5241 80-41625
Fax.: +49 5241 80-3315
Email: gernot.wolf@arvato.com