

Press Release

Markus Witte new Managing Director of the Vivonio subsidiary MAJA Möbel in Kasendorf

Munich, September 16, 2015. Dr. Markus Witte (46) is the new Managing Director at MAJA Möbel in Kasendorf. With its main factory in Kasendorf, Upper Franconia, and another factory in Wittichenau near Dresden, the subsidiary of the Vivonio Furniture Group – with over 800 employees – produces flat-pack furniture for do-it-yourself assembly. Upon joining the management team of MAJA, Markus Witte will initially take over the management of MAJA in Kasendorf together with the former Managing Director Heinz Hien (63). Heinz Hien, whose work has made a lasting mark on MAJA, is entering phased retirement. Markus Witte will continue to pursue the course of growth and innovation that has been taken to date, and further build on MAJA's strong position in the manufacture of flat-pack furniture.

The new MAJA Managing Director Markus Witte is a manager with international experience. With this appointment, the economist with a doctorate degree is returning to the furniture industry. From 1998 to 2012, Markus Witte was employed in various managerial roles at FM-Büromöbel, the German manufacturer of office and modular furniture systems. Most recently, he was responsible for the export market as a Member of the Management Board. Since 2012, he was the Managing Director of an international metal-working company. As the Managing Director at MAJA Möbel, he will assume overall responsibility for the Kasendorf site. Above all, the plan is to further expand the strong and innovative product range in the entry-level price bracket and for the "Young Lifestyle" line. Most recently, the team in Kasendorf attracted attention with market innovations including wall shelving units with patented CableBoard technology and multiple award-winning TV Lowboards.

"For over 30 years, Heinz Hien has played a key role in shaping MAJA in various posts and has moved the company forward. It is due in no small part to his efforts that MAJA Kasendorf has been able to build up business relationships with all the major German furniture dealers. Thanks to his business acumen, he has established an excellent basis for the continued growth of MAJA. We are delighted that he will continue to manage the company together with Markus Witte in the coming months," says Vivonio CEO Elmar Duffner. "Markus Witte is an experienced manager who has over 14 years of expertise in the furniture industry. Together with the MAJA Team, and with the support of Heinz Hien as well, he will continue to pursue the course of growth that has been taken to date. Markus Witte will develop the capacity required for this and continue to press ahead with excellent product development. We are very glad that we were able to recruit him for this thrilling assignment."

About Vivonio:

The Vivonio Furniture Group established in 2012 in Munich is a group of leading European furniture manufacturers. With three subsidiaries, four factories, and 1,200 employees, Vivonio generates a group turnover of approximately 300 million euros. The Vivonio subsidiaries MAJA, Staud, and SCIAE are among the leading European manufacturers in their respective segments. The companies within the Vivonio Group supply all the major and relevant furniture chain stores.

<http://www.vivonio.com/>

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