



Press Release

A strong addition to the Digital Business management team

Thorsten Mühl is the new director of Digital Marketing and CRM at cosnova Beauty

Sulzbach, 9 March 2021 - At the beginning of the 2nd quarter of 2021, cosnova Beauty is restructuring its leadership in the Digital Marketing and Customer Relationship Management department: Thorsten Mühl has been appointed as director of the department in a newly created position effective 1 April 2021. In future, he will be responsible for paid media, social media strategy and the handling of the social channels.

Last year, the company already doubled its workforce as part of its strategic focus on "Digital Commerce & Marketing". With the appointment of Thorsten Mühl, cosnova Beauty is now continuing to strengthen this investment area in terms of personnel: As an experienced digital leader, Mühl brings along a broad range of expert knowledge in the development and implementation of digital and customer-centric marketing approaches from his leading positions in various industries. In his most recent role as director for The Walt Disney Company, the business administration graduate was responsible for digital marketing in the DACH market and, together with his team, established one of the largest and most multi-platform social media presences in Germany. Furthermore, he led the implementation of digital strategies and campaigns for major cinema releases at Disney as well as the digital brand campaign, social media and performance marketing for the launch of the streaming service Disney+. Previously, he held various senior management positions for digital campaigns, projects and strategies for automotive clients at the international network agency McCann Worldgroup.

With the support of his team, he will play a key role in shaping the digital transformation at cosnova, focusing on digital brand building and social media engagement. His tasks will also include boosting the internationalization of the division and implementing campaigns in various focus markets.

"In my opinion, cosnova is one of the most exciting German companies in the beauty sector. I am fascinated by the story of its foundation and its development into a 'challenger' of established brands," states Thorsten Mühl. "To have the opportunity to accompany the transformation process from an extremely successful offline beauty player to a company

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that also excels in the online and digital sector and to be able to contribute to strategic matters such as e-commerce positioning, digital brand building and internationalization is an extremely interesting challenge for me. Together with the most diverse teams, I am very much looking forward to this task."

As the new director of Digital Marketing and CRM, Mühl will report directly to Christina Oster-Daum, the founder and owner of cosnova.

"With the ongoing fusion of social media conversation and commerce, the new team structure is an important step for us to be able to integrate these two areas even more closely internally from now on," explains Christina Oster-Daum. "The goal of the department will be to provide our consumers with the best possible experience in the beauty sector on all digital touchpoints. We are very pleased to have Thorsten, an extremely experienced digital marketing expert, at the helm."



New Director Digital Marketing and CRM at cosnova Beauty: Thorsten Mühl

ABOUT COSNOVA BEAUTY

cosnova Beauty with headquarters in Sulzbach/Germany is managed by the Executive Managers Mathias Delor, Javier González, Gesine Hild, Dirk Lauber, Christina Oster-Daum, Hilko Prah and Yvonne Wutzler. At the end of the fiscal year 2020, cosnova Beauty had around 650 employees around the world. Meanwhile, its cosmetic brands essence and CATRICE are sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries and fashion chains as well as various online trade partners. In addition, essence and CATRICE are also each represented with their own online stores.

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