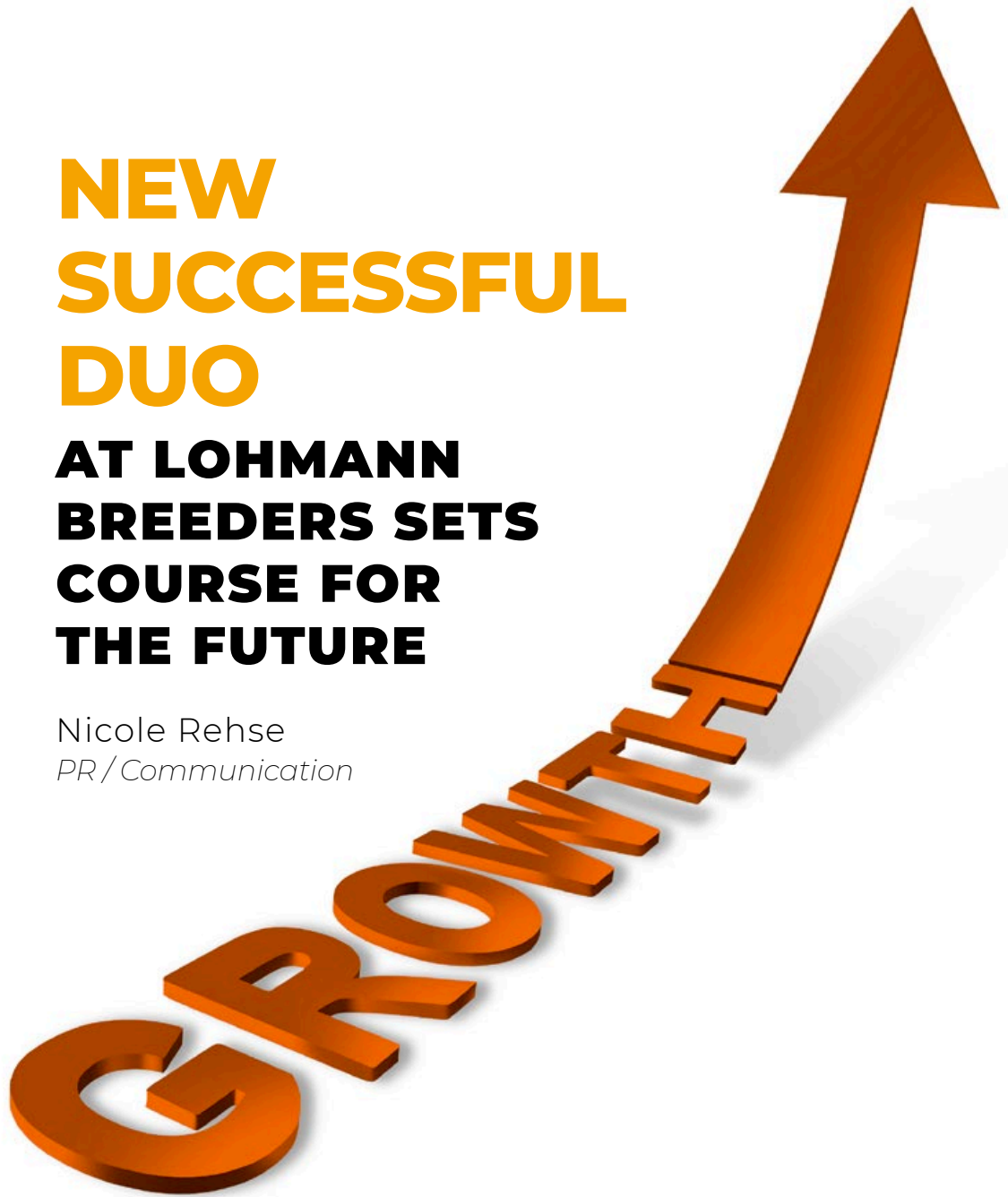


NEW SUCCESSFUL DUO

AT LOHMANN BREEDERS SETS COURSE FOR THE FUTURE

Nicole Rehse
PR/Communication



Jörg Heier and Jurek Grapentin have taken over the management of the company together since 01.09.2024. Responsibility is now once again divided between two managing directors, each of whom is responsible for different areas of the company.

Experienced Leadership for Operational Management

Jörg Heier (52), who has been part of LOHMANN BREEDERS for over 11 years, will once again assume the role of **Managing Director of Operations** after a year of sole leadership.

In this role, he will focus on operational management, including administration as well as the entire production and supply chain.

Jörg Heier brings over 25 years of experience in the agricultural industry and previously served as Director of Global Production at LOHMANN for eight years before transitioning to management in 2021.



Expansion of International Markets

As of September 1, 2024, **Jurek Grapentin (42)** has taken on the position of **Commercial Managing Director**. He will be responsible for the company's commercial management, including sales, technical service, marketing, as well as PR and communication activities.

Jurek Grapentin has over 10 years of experience in international sales and management. In his previous career, he served as Sales Manager for the DACH region and Scandinavia, as well as Regional Director for Southeast Asia and the Pacific.

During this time, he successfully established five subsidiaries and led teams in sales, administration, marketing, and technical support. Additionally, he brings extensive experience as a sales and administrative manager.



A strong team: two managing directors and their first 100 days

Jurek, you have now been the new Commercial Managing Director at LOHMANN BREEDERS for 100 days. Please share your first impressions and plans with our customers and business partners.

What were your most important insights in the first 100 days?

In my first 100 days at LOHMANN BREEDERS, I've gained valuable insights into the deep commitment our team has to quality, customer satisfaction, and innovation. One of the key takeaways for me has been how integral our strong relationships with customers and business partners are to our success.

LOHMANN's reputation for reliability and the expertise of our teams have been pillars of our market leadership. Additionally, I've seen firsthand how our focus on genetics and the continuous improvement of our breeding programs differentiates us in the poultry industry.

This insight is pivotal as we continue to adapt to the evolving needs of global markets, from sustainability demands to the ever-increasing focus on animal welfare.



You have your background from another industry. What do you find particularly challenging about our business?

Coming from a different industry, the poultry business has presented its own set of unique challenges. One of the most notable aspects is the deeply technical and regulated nature of the sector.

The genetic science and breeding processes that underpin LOHMANN's products require a high level of expertise and precision. Another challenge is the complex, global supply chain for poultry genetics and the need to maintain the health and productivity of our flocks under varying conditions across different markets.

Navigating the balance between innovation and sustainability in such a highly competitive and regulated field is something I continue to learn and adapt to, but it's also what makes the work so exciting.

LOHMANN is a German company with a very international structure. What do you see as the biggest advantage?

LOHMANN's international presence is undoubtedly one of its greatest advantages. Being a German company with a global footprint allows us to leverage our strong engineering and scientific heritage while also tapping into the local knowledge and expertise of teams in different regions.

This blend of global vision and local insight allows us to respond flexibly and effectively to the unique challenges and opportunities of each market. Additionally, our international structure strengthens the agility of our supply chains, improves our ability to innovate and respond to customer needs, and ensures that we can offer tailored solutions to customers worldwide.



Do you have specific innovative plans for the individual areas of sales, technical service and marketing that are particularly relevant to our customers' requirements?

Absolutely. In the areas of sales, technical service, and marketing, we are focused on enhancing our customer-centric approach. We plan to further integrate digital technologies into our sales processes, making it easier for our customers to access information, track orders, and receive real-time support.

In terms of technical service, we're looking to expand our training and advisory services for customers, ensuring that they can maximize the potential of our genetics to improve productivity and profitability.

On the marketing side, we're exploring more targeted and data-driven campaigns to increase awareness of LOHMANN's commitment to sustainability and innovation. This is especially relevant as our customers and partners are increasingly concerned with topics like environmental impact, animal welfare, and biosecurity.

By showcasing our leadership in these areas, we aim to strengthen LOHMANN's position as the trusted partner of choice for the poultry industry worldwide.



What do you think makes LOHMANN BREEDERS so special? What makes the company a world market leader?

LOHMANN BREEDERS stands out for its unwavering commitment to quality and innovation. Our position as a world market leader is built on decades of experience in genetic breeding and the continuous improvement of our products. We not only provide high-performance laying hens, but we also offer unmatched technical support and customer service to ensure that our clients can optimize their operations.

What truly makes LOHMANN special is our ability to combine cutting-edge research with practical solutions that address the most pressing challenges of modern poultry farming — whether that's improving feed conversion, enhancing animal welfare, or boosting sustainability. Our customer-centric approach and adaptability to the evolving needs of the global poultry industry are what continue to set us apart.



How do you assess the impact of the current tense political situation worldwide on LOHMANN BREEDERS and the poultry industry?

The current global political climate is undoubtedly challenging, with issues like trade tensions, regulatory changes, and geopolitical instability affecting many industries, including poultry. For LOHMANN BREEDERS, it is important that we remain agile and continue to build resilient supply chains, while also fostering strong, transparent relationships with our customers and business partners.

While uncertainty around international trade policies can affect the movement of goods and services, our international structure allows us to quickly adjust to changing conditions and continue providing high-quality genetics and support globally.

On a broader level, the poultry industry must also navigate the pressures of environmental regulation, sustainability demands, and shifting consumer preferences. However, these challenges also present opportunities for us to innovate — especially in areas like sustainable breeding practices and enhancing animal welfare.

I believe that with our strong foundation and commitment to innovation, LOHMANN will not only weather these political and economic challenges but will continue to thrive as a leader in the industry.

Jörg, you have now been working together again as a management team for 100 days. This is an exciting situation and of course our customers and business partners are also interested in your impressions and experiences to date.

What are the advantages and positive effects of the division into two areas of responsibility for production, logistics and IT?

In answering this question, I don't just want to refer to my areas, as the advantages apply to all sectors. In general, the magic words of dual leadership are specialization and focus. Shared management means that everyone can concentrate on their core area. This shortens internal processes, as the reporting structure is simplified at the same time.

This automatically leads to faster decision-making and implementation of projects. Simplified processes and procedures, a clear structure of responsibilities also has the positive effect for each individual employee, regardless of department, that they can concentrate much more on their actual tasks.



Are there any specific projects or initiatives that have particularly benefited from the new structure short term?

Especially in our world-wide operating company with its globally structured production sites and a very complex market, this division is an advantage.

LOHMANN has long had a particular focus on sustainability. This is a project that requires special attention in all areas, but of course especially in the field of production. For the reasons mentioned before, our core project of sustainability will also undergo major further development.



What changes or innovations are you planning for your area?

We have already made many innovative changes in the operational area and will continue to do so. In the area of production, a number of investments have been made in recent years, e.g. in new production facilities.

In the financial area, the entire accounting process has been relocated from Canada and the UK to Cuxhaven, for example. The IT area is constantly changing, as our tools are continuously adapting to the new requirements of the market.

We are particularly proud of the fact that we are permanently recruiting new employees in all departments to further improve our world-renowned customer service, because the more flexible and simple our internal processes are, the better we can respond to customer or market requirements.

To summarize, we will always adapt our global production and administrative structure to current challenges, not only in the short term but also in the long term.

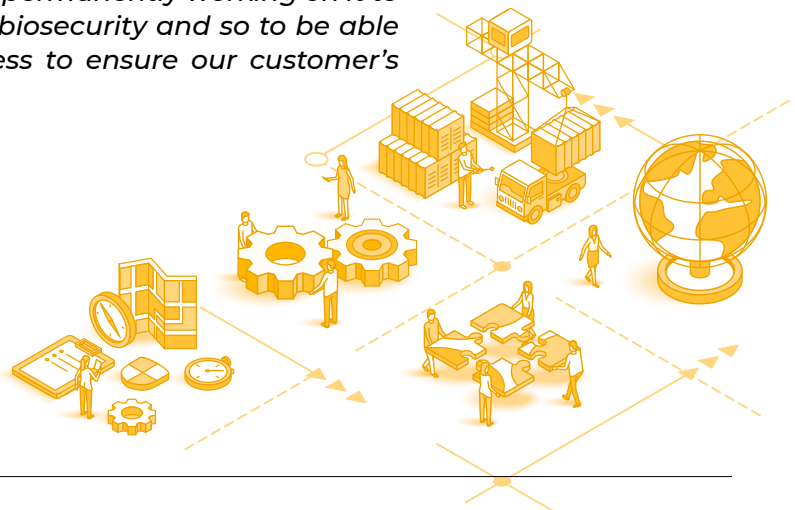
Also for you the question of possible effects of the current tense political situation worldwide on LOHMANN BREEDERS and especially on the area of production and logistics.

Of course, the global political situation can have significant effects on the LOHMANN breeds and similar companies operating in the poultry sector.

Ongoing geopolitical tensions, trade restrictions and conflicts disrupt for example global supply of raw materials for feed production which will increase production costs and energy costs.

As a globally acting company with 14 production hubs and sales in more than 100 countries, political conflicts elsewhere exporting and importing countries can lead to bans, tariffs or regulatory barriers.

Beside this fact, we have to deal with the ongoing diseases like AI. Political instability can also impact the coordination in case of outbreaks. We as LOHMANN are permanently working on it to invest in technologies, hubs, strict biosecurity and so to be able to manage our day-to-day business to ensure our customer's supply chains.



Two heads - one vision

This realignment at LOHMANN BREEDERS represents an essential step to meet the growing and changing market demands. With two specialized managing directors, each bringing their expertise in specific areas, LOHMANN BREEDERS will further on develop innovative solutions and ideas.

Now the question to both of you: What are your long-term visions for the company?

The new leadership will strengthen the company's two core areas: first-class breeding animals that fully develop their genetic performance potential, and an efficient production and supply chain, complemented by outstanding customer service and after-sales support.



Jurek:

So, I will start here to say yes of course we have! Because without a common goal for the company you manage, for the employees you are responsible for, good business management cannot work. That's why the common vision should comprise all areas of the company.



Jörg:

Yes, you are right, I fully agree: Even though the management has been restructured, the vision for LOHMANN is and remains our mission and our ever-present goal: to continuously strengthen and expand the two core areas of the company, that are first-class breeding animals that fully develop their genetic performance potential, and an efficient production and supply chain...



Jurek:

...which is complemented by an excellent customer support and after-sales service. You know we are always focused on the essentials that set us apart: LOHMANN BREEDERS - It's the egg.

Thank you very much for the interview. After “only” 100 days, you have already made your own mark on the company as dual leadership.

LOHMANN BREEDERS is therefore perfectly prepared for future challenges.



