

PRESS RELEASE

Kai Bendix appointed new CEO of ADA Cosmetics / Wilhelm Könning resigns at the end of the year

Kehl/Germany, July 2020 - As the German cosmetics manufacturer announced today, Kai Boris Bendix (50) took over the executive management of the group on July 6, 2020. He is joining ADA from the position of CEO of Cofresco, a subsidiary of the German Melitta Group. Prior to this, Kai Bendix spent many years at Beiersdorf AG, where he managed the businesses in Southeast Asia, India, Bulgaria, Austria and headed the global NIVEA marketing for several years.

He follows Wilhelm Könning (61), who will leave the company at the end of the year. Könning joined the company in January 2006 after working for Bayer, Unilever, Air Products and HB Fuller. Profitable growth, as well as acquisitions in Europe and Asia, made the German cosmetics company successful on an international scale over the past 14 years and turned it into the European market leader for hotel cosmetics.

Wilhelm Könning stated: "ADA Cosmetics is very well positioned today. I would like to thank my colleagues and employees for their excellent cooperation and wish the company all the best."

Kai Bendix continued: "I look forward to working with the team to bring ADA Cosmetics into the next phase of growth. By focusing on strong brands, hygiene and sustainability with innovative dispenser systems and high-quality hand sanitizing and care products, ADA Cosmetics is in an excellent position to support its hotel partners in the coming years".

Philip Wack, Managing Partner of Moonlake Capital, said: "We are delighted to have won Kai Bendix, a proven cosmetics expert with extensive international experience, for ADA Cosmetics. We would like to thank Mr. Könning for almost fifteen successful years as CEO of ADA Cosmetics and wish him all the best for his new tasks in the future".



Caption.

Kai Boris Bendix is the new CEO of ADA Cosmetics International.

Kontakt Presse

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About ADA Cosmetics International

Since 1979, ADA Cosmetics International has been developing and producing high-quality hotel cosmetics and dispensing systems for the international 3 to 5-star hotel industry. With a strong product portfolio ranging from lifestyle concepts to luxury and designer brands, the company is one of the leading suppliers to the cosmetics industry. As a pioneer in the industry, it was the first manufacturer to rely on biodegradable raw materials and launched eco-certified cosmetic ranges as well as fair trade cosmetic products. ADA Cosmetics is also the inventor and market leader in the field of modern dispenser systems. Since 2020, the company has also been producing products for hand disinfection. With its headquarters in Kehl, Germany, additional production facilities in the Czech Republic and Malaysia and 700 employees worldwide, the company is now present in more than 50 countries in Europe, the Middle East, Asia and the USA. www.ada-cosmetics.com.

About Moonlake Capital

Moonlake Capital is an investment company based in Austria with an office in Great Britain. The company combines decades of entrepreneurial experience with comprehensive private equity investment expertise. Moonlake Capital invests exclusively its own capital. In cooperation with strong management teams, the company also aims to contribute to the sustainable development of its investments. The company's own capital enables it to enter into long-term partnerships with its portfolio companies and support them in developing their full growth potential over the long term. The Company sees itself as a responsible investor and partner for customers, suppliers, employee representatives and trade unions. www.moonlakecap.com