

MEDIA RELEASE

Villiger Söhne Holding AG appoints new CEO

- Christoph Schüpbach to become CEO of the Villiger Group on June 1, 2026
- Long-term strategy to remain firmly on course
- Villiger Group remains family-owned

Pfeffikon, May 4, 2026 – **The Board of Directors of Villiger Söhne Holding AG has appointed Christoph Schüpbach as the new CEO of the Villiger Group and thanks current Managing Director Clemens Gütermann, who will retire in 2027 after completion of a comprehensive handover phase.**

Swiss executive Christoph Schüpbach brings extensive international industrial experience and stands for clear strategies, strong leadership and the development of high-performance teams. A graduate mechanical engineer and MBA alumnus of the University of Chicago Booth School of Business, he led the Schleuniger Group – an internationally active technology company – as CEO for more than eleven years and took over operational management of Regent Lighting, a Swiss provider of professional lighting solutions, in 2020. Previously, he held international market and leadership roles at Bystronic and ABB.

Jvo Grundler, Chairman of the Board of Directors: «We are delighted to have appointed Christoph Schüpbach, a renowned international executive, as CEO. With his broad experience across different industries and phases of corporate development, he will lead the Villiger Group into the future with fresh perspectives. On behalf of the Villiger family and the Board of Directors, I thank Clemens Gütermann for his commitment and prudent leadership over recent years, especially during the transition phase following the death of Heinrich Villiger in summer 2025.

The company's strategy is geared towards the long-term and will continue to be pursued consistently under the new CEO as we combine tradition with innovation, quality with customer focus, and continuity with drive.»

Clemens Gütermann has held various management positions within the Villiger Group for many years, most recently as CFO and Managing Director, and has played a key role in shaping the company during this time.

Villiger Gruppe

Villiger Söhne Holding AG, based in Pfeffikon is an internationally active Swiss cigar and cigarillo manufacturer. Today, Villiger is one of the industry leaders in Europe. The family-owned company produces more than one billion and cigars and cigarillos annually, employs over 1'150 people and generates an annual turnover of around 130 million Swiss francs.

The Villiger Group exports to more than 80 countries worldwide. Production is concentrated at six locations: the company headquarters in Switzerland (Pfeffikon, Lucerne), the main administration and another plant in Germany (Waldshut-Tiengen and Bünde-Dünne), Brazil (Bahia region), Indonesia (Ngoro/Mojokerto) and, since 2021, a joint venture in Nicaragua (Esteli).

www.villigercigars.com

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