

## Michael Dippl becomes Chief Financial Officer at HSE24

**Ismaning, April 23, 2020** - New addition to HSE24: On May 1, 2020, Michael Dippl will start as Chief Financial Officer at the omnichannel retailer HSE24 taking over responsibility for the areas of Finance, Legal & Reach. The 41-year-old succeeds Ralph Brugger who is leaving the company after 20 years.

Michael Dippl brings extensive management experience in the financial sector gained at international retail groups and leading consulting firms in the private equity environment. The Business Administration graduate has most recently worked as Chief Financial Officer at Metro Cash & Carry Austria and as Managing Director for Metro Cash & Carry International Holding. Previously, as Value Creation Director, the Munich native was responsible for the creation of value enhancement programs and the implementation of operational measures at Metro Italy and Metro Turkey.

“We are delighted that, with Michael Dippl, we are bringing a proven financial expert on board who knows his way around the retail sector”, says Richard Reitzner, Chairman of the Supervisory Board of the HSE24 Group. “He will continue to drive our future growth together with CEO Sandra Rehm and COO Rainer Stähler.”

Michael Dippl started his career at Metro AG 2014 as Finance Director, where his responsibilities included the redesign of the German logistics network strategy for Metro Cash & Carry, Media Markt, Saturn, Galeria Kaufhof and Real. Before joining Metro AG, he worked for six years at the leading global restructuring consultancy Alvarez & Marsal, where he helped develop its German business operations and European retail practices. In this context, Michael Dippl worked on numerous projects for well-known international companies as a consultant and project manager as well as being an interim manager in the retail industry. In addition, at Alvarez & Marsal he successfully implemented numerous restructuring and value enhancement programs for private equity firms and their portfolio companies; furthermore, he also successfully accompanied corporate transactions for his clients. Michael Dippl started his professional career at the private equity and consulting firm Droege Group in Munich and Düsseldorf.

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### HSE24 Group

The HSE24 Group is an international home shopping company. With its exclusive and varied product range, the digital retailer offers its customers an emotional shopping experience 24/7. The inspiring lifestyle range primarily comprises the product categories Fashion, Jewellery, Beauty, Wellness & Sport, Household as well as Home & Living. In Germany, Austria and Switzerland, the HSE24 Group operates through the channels HSE24, HSE24 Extra and HSE24 Trend. In Russia through the channel Shopping Live. With its integrated interactive TV, online and mobile platforms, the HSE24 Group is the driver of innovation in modern home shopping. The HSE24 Group closed the 2018 financial year with net sales of €839 million. The Group currently has a workforce of about 1,300. Including employees operating at call centers and logistic partner companies HSE24 generates over 4.100 jobs. Since it was founded in 1995, HSE24 has remained on a sustainable growth path. The investment company Providence Equity Partners has been the majority shareholder since 2012. Ardian and HSE24 Management also hold stakes in the company.

For more information [HSE24.com](https://www.hse24.com)

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