

Rainer Stäbler is the new Chief Operating Officer of HSE24

Ismaning, October 2nd, 2019 – HSE24 completes its management team and appoints Rainer Stäbler, 49, as Chief Operating Officer effective October 1, 2019. Rainer Stäbler has more than 20 years of management experience in the Omnichannel Commerce, Consumer Goods, and Media sectors. After various management positions at the media and retail companies Holtzbrinck, Bertelsmann, and Arcandor, Stäbler worked for the financial investors Carlyle Group and Nordic Capital as CEO of the mail order company Walz and as Managing Director at Britax-Römer Childcare over the past 8 years.

“In Rainer Stäbler, we have found a COO with a proven track record in international management,” said Richard Reitzner, Chairman and Chairman of the HSE24 Supervisory Board. “His profile fits our corporate strategy perfectly: With his know-how in the Omnichannel Retail area and his extensive media expertise, Rainer Stäbler will provide crucial momentum for our company.”

About the 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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