



PRESS RELEASE

HGB strengthens management team:

Ex-Vattenfall head of communication Peter Poppe becomes president

Hamburg, 7 October 2008 - HGB the Hamburg-based specialist annual reports agency, is strengthening its management team: Peter Poppe (46) is to become the president of the company on 1 November 2008. The former head of communications and marketing at energy provider Vattenfall Europe is set to acquire 60 percent of the shares of previous sole shareholder Felizitas Peters, the company founder, who will keep the remaining 40 percent.

By bringing Peter Poppe on board, HGB intends to enhance the link between annual reports and strategic corporate communication and open up to new media. Felizitas Peters says, "Peter Poppe is an excellent capture for HGB. We will benefit from his experience as a senior editor and as a head of communication and marketing in industry. This is hugely important, particularly in the current economic situation." The brand essence of HGB as a specialist agency is to be retained, and used as a foundation for a wider range of services. Felizitas Peters adds, "In this way, HGB is meeting the increasingly stated need for integrated corporate communication at boardroom and top management level."

Felizitas Peters will step down as a director on 1 January 2009. However, she will stay active as a senior partner in acquiring and supporting customers. Christa Eickmeyer remains a director. The management team is rounded off by the two executive managers



Jörg Korte, who joined the company back in 2000, and Petra Nagel, who has been with HGB since 2008.

"I am looking forward to the chance to bring new impetus and my knowledge to HGB", says Peter Poppe. "Together with the management team, I would like to enhance the existing extremely successful concept and thus give our clients new added value." Before his spell at Vattenfall, Peter Poppe worked for several years as a correspondent and senior editor for major German publications such as the Frankfurter Allgemeine Zeitung and Wirtschaftswoche, most recently as online chief editor at the Handelsblatt publishing group from 2001 to 2003.

HGB Hamburger Geschäftsberichte GmbH & Co. KG is the major specialist agency for annual reports in Germany. HGB performs all services from the initial concept through the printed report to the online version. The reference list of HGB contains over 100 German companies – including ARCANDOR, DEKRA, Deutsche Telekom, EADS, Landesbank Berlin Holding, MPC Capital, Norddeutsche Affinerie and TUI. The agency has 14 staff.

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