

## Media release

# Martina Barth appointed head of publishing houses in the Orell Füssli Group

**Zurich, 16 July 2020 - Orell Füssli Ltd has appointed Martina Barth as the new Head of Orell Füssli Publishing. Ms Barth will take up her duties on November 1<sup>st</sup> 2020.**

Martina Barth (1966) is a profound connoisseur of the Swiss publishing industry and has many years of experience and comprehensive technical expertise in the publishing and digital media industry. Ms Barth has been managing director of Swiss Regiomedica AG since 2019 and in this function managed the newspaper association with 25 weekly newspapers. Prior to this, she was publishing director at Basler Zeitung Medien, responsible for the user market print/digital as well as sales & logistics. From 2000 onwards, Ms Barth worked for Tamedia AG in Zurich, where she held various positions for twelve years. In her function Ms Barth will report directly to the CEO of the Orell Füssli Group.

Martina Barth holds an Executive Master of Science degree in Strategy & Modern Marketing from CEIBS in Zurich and a Bachelor of Science degree in Business Administration. The Executive Board extends a very warm welcome to Ms Barth at Orell Füssli and wishes her every success in her new role.

CEO Daniel Link: "We are pleased that we have been able to recruit an experienced publishing manager in Ms Barth for Orell Füssli. We are convinced that, thanks to her knowledge of the publishing industry and digital media, she will successfully continue the transformation which has already begun and provide decisive impetus to lead Orell Füssli Publishing into a successful future".

## **Calendar**

Publication of 2020 half-year results

August 7, 2020

## **Contact**

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*Orell Füssli is a pioneer in the fields of security and education. With its expertise in security solutions for governments and citizens and as a leading Swiss book retailer, Orell Füssli supports its customers with a unique and customer-specific offering. As a leading systems supplier for security technologies and identification systems and a long-standing partner of government, Orell Füssli sets technological standards. In the fields of security printing and serialisation Orell Füssli provides innovative printing processes, systems and services for the production and successful protection of banknotes, securities and identity documents.*

*With its attractive large-format and specialist bookstores Orell Füssli offers a wide-ranging book-related shopping experience. In book retailing Orell Füssli has a 50% interest in Orell Füssli Thalia AG, which provides an extensive offering through 36 branches in German-speaking Switzerland and diverse e-commerce services. Orell Füssli provides logistical and service facilities for libraries and companies.*

*Orell Füssli was founded more than 500 years ago and generates revenues of some CHF 250 million with around 600 employees at locations in five countries. Orell Füssli shares are listed on the SIX Swiss Exchange.*