

PRESS RELEASE

Hans-Peter Hiemer is the new Managing Director of Assyst

Kaiserslautern, 25.03.2021 **Hans-Peter Hiemer is the new Managing Director of Assyst GmbH. In the course of a general reorganization of the Human Solutions Group, Dr. Andreas Seidl, the Group's CEO, is withdrawing from the operational business, but he will continue to be available to Assyst in an advisory capacity.**

Assyst is setting the course for the future: The process of greater independence for the individual companies of the Human Solutions Group was already initiated in 2018 and is now moving into the next phase: Dr Andreas Seidl is retiring from the operational business of Assyst GmbH and handing over the management of the company to Hans-Peter Hiemer. "Since 2009, we've developed Assyst into one of the leading lights in the digitalization of the apparel industry and have firmly established ourselves as one of the industry's top 3 software specialists worldwide," says Dr Andreas Seidl. "In Hans-Peter Hiemer, Assyst is gaining a 100% professional who knows the industry from the ground up. He will tailor Assyst's solutions even more precisely to the needs of companies."

Hans-Peter Hiemer learned the ins and outs of the apparel industry from many perspectives. He already worked as a consultant and manager for companies such as s. Oliver, the CBR Fashion Group, Orsay, Klingel, Zalando/Z-labels and Beeline. In recent months, he supported Assyst's management in setting up an on-site administration and further strengthening the team. "Assyst has been in the market for some 30 years. The company has demonstrated a

high level of skill in adapting to industry developments and has evolved from a 2D CAD champion to a 3D simulation professional under its own steam in doing so – without neglecting the valuable 2D expertise it gained during its journey,” says Hans-Peter Hiemer. “I’m delighted to have the opportunity to work with a dedicated and strong team that will continue to drive the digital transformation of the apparel industry.”

About Assyst

Based in Ascheim-Dornach near Munich, the Assyst company shapes digital work in the industry with its products and solutions and is regarded as a reliable and experienced partner for the digitalization of the industry. Assyst solutions make it possible to develop products in line with customer and market requirements, quickly and cost-effectively. The company covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at its Munich & Lainate (Milan) sites and partners in many other countries.

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