

WESTWING

DR. ANTONELLA MEI-POCHTLER

Vienna, Austria

Self-employed entrepreneur at Pochtler Management GmbH, Vienna
Senior Advisor at Boston Consulting Group, Munich
Member of various Supervisory Boards

Member of the Supervisory Board of Westwing Group SE since 2018
Deputy Chairwoman of the Supervisory Board
Chairwoman of the Remuneration Committee



PERSONAL INFORMATION

Year of birth: 1958
Place of birth: Rome, Italy
Nationality: Italian

ACADEMIC CAREER

Degree in business administration from Ludwig Maximilian University in Munich (*Diplom-Kauffrau*), PhD in Rome from the University La Sapienza and received an MBA from INSEAD in Fontainebleau (Dean's List Award)

PROFESSIONAL CAREER

Since 2023	Member of the Board ("Verwaltungsrat") of European Forum Alpbach, Non-Profit Association, Vienna
Since 2022	Self-employed entrepreneur at Pochtler Management GmbH, Vienna
Since 2018	Senior Advisor at Boston Consulting Group, Munich (solely advisory role)
2018 to 2022	Head of Think Austria, Strategy Unit of the Austrian Federal Chancellor
2011 to 2017	Global Head, media & entertainment practice, Boston Consulting Group
2014 to 2016	Supervisory Board Chair of the Wolford Group
2006 to 2011	Member of the Global Executive Committee and of the European Management Team, Boston Consulting Group
1998 to 2005	Senior Partner and Managing Director of Boston Consulting Group, responsible for worldwide marketing and branding; Founder and Head of the Vienna office of Boston Consulting Group
1990 to 1997	Partner of Boston Consulting Group, responsible for consumer goods / retail in German-speaking Europe
1984 to 1990	Management Consultant of Boston Consulting Group, specialization in strategy & consumer products

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CURRENT MEMBERSHIPS IN OTHER STATUTORY GERMAN SUPERVISORY BOARDS

ProSiebenSat.1 Media SE, Unterföhring, Germany (listed company) - Member of Supervisory Board, Auditing Committee and Executive and Nominating Committee

CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES

Publicis Groupe S.A., Paris (listed company) - Supervisory Board member, Compensation Committee member, Strategy Committee member, Sustainability Committee member

Assicurazioni Generali S.p.A., Trieste, Italy (listed company) - Supervisory Board member, Innovation and Social and Ecological Sustainability Committee member and Committee for Transactions with Related Persons member

Plenitude SpA, Milano, Italy (non-listed company) - Member of Supervisory Board

UnternehmerTUM (non-listed company) - Member of the Board (“Verwaltungsrat”) of TUM Venture Labs

OTHER ACTIVITIES

Since 2000, Dr. Antonella Mei-Pochtler has also been involved in various non-profit social impact projects, primarily related to health and education. In addition, 2018 until 2022, Dr. Antonella Mei-Pochtler was acting as the Head of Think Austria (the Chancellor’s strategy staff unit – future radar and ideas laboratory for new approaches in politics and administration). Since 2021 she is acting as Chairwoman of Kofi Annan Awards for Innovation in Africa.

RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE

Dr. Antonella Mei-Pochtler has excellent entrepreneurial expertise due to her many years of work as a management consultant at the Boston Consulting Group. As early as 2008, the Consulting Magazine named her one of the 25 top consultants worldwide. Particularly her expertise in corporate strategy and brand management with a special focus on luxury goods and media companies, makes an outstanding contribution to the Supervisory Board’s areas of expertise.

INFORMATION ACCORDING TO THE RECOMMENDATIONS OF THE GERMAN CORPORATE GOVERNANCE CODE (GCGC)

In the assessment of the Supervisory Board, Dr. Antonella Mei-Pochtler is to be considered independent. According to the estimation of the Supervisory Board, Dr. Antonella Mei-Pochtler has no personal or business relationships with the Company, its group companies, its governing bodies or any shareholder with significant holdings in the Company that are to be disclosed as per recommendation C.13 GCGC.