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Succession initiated at Zesar.ch AG

- **Just under two years after F.G. Pfister Holding AG acquired a stake in Zesar.ch AG as part of a succession plan, co-owner Roland Zaugg is passing on the operational management of the company and concentrating on his role as Chairman of the Board of Directors.**
- **Marc Liechti has already filled the Co-CEO role with co-owner Roland Zaugg for around two years. Jürg Saner is now responsible for the management of Zesar.ch AG as Co-CEO with Marc Liechti. In addition to joint management, Marc Liechti is responsible for operations and Jürg Saner for sales and marketing.**
- **The Swiss company Zesar.ch AG, based in Tavannes in the Bernese Jura, employs about 60 people and produces ergonomic furniture for education and industry. The main fields of activity are schools/educational facilities, industrial companies, watch industry, office and seminar rooms as well as medical and therapy sector.**
- **The company is on a growth path and in the last two years has entered new segments and markets as well as creating 10 new jobs and doubling sales.**

Suhr, April 5, 2023. "The potential, the local anchoring and production as well as the entrepreneurial courage of the owner Roland Zaugg were important factors for our participation in Zesar.ch. AG. We are pleased that the company has successfully developed over the past two years and is now also introducing a sustainable succession solution with the two co-CEOs Marc Liechti and Jürg Saner. This is exactly what we want when we invest in companies," says Rudolf Obrecht, Chairman of the Board of Directors of F.G. Pfister Holding AG. The investments of F.G. Pfister Holding AG - wholly owned by the F.G. Pfister

Foundation - focus on SMEs with Swiss reference looking for a succession plan. In addition, the company must focus on circular economy, maintain jobs and create new ones in the medium term. "The expertise and large network of F.G. Pfister Holding AG as co-owner has made it easier for us to tap into new segments and markets in order to tackle promising projects. At the same time, we have pushed ahead with the process of succession planning. With Marc Liechti and Jürg Saner, two highly professional and motivated individuals have taken over the joint management of the company. I know that the company is in good hands and can concentrate on my role as Chairman of the Board of Directors," says Roland Zaugg, co-owner of Zesar.ch AG.

Focus on Swiss SMEs with safeguarding of succession

In the last two years, F.G. Pfister Holding AG has acquired stakes in six Swiss SMEs from various industries. In addition to ensuring succession, the acquisitions focus on values relating to corporate management and culture. "What we are building we see as a generational project. A lack of succession solutions threatens the diversity of the Swiss economy and the workplace," says Rudolf Obrecht. Even with a growing portfolio, the independence of the individual companies is guaranteed. "We believe in the efficiency and power of decentralized companies with their own corporate culture. What we can do is provide security and make our know-how and network available - if desired. The entrepreneurial freedom of the companies in which we participate is very important. Our basic idea is: buy, hold, expand and develop," says Obrecht.

About F.G. Pfister Holding AG

F.G. Pfister Holding AG is wholly owned by the F.G. Pfister Foundation. It is entrepreneurially active through F.G. Pfister Beteiligungen AG and Pfister Immobilien AG. The income generated contributes to fulfilling the purpose of the F.G. Pfister Foundation. This purpose is to promote innovation and entrepreneurship for the benefit of the Swiss economy and society. The aim is to strengthen Switzerland as a place to do business and live, as well as a place to work. F.G. Pfister Holding AG has its registered office in Suhr. Chairman and Delegate of the Board of Directors is Rudolf Obrecht.

Through the non-profit organization Initiative Switzerland, the F.G. Pfister Foundation supports innovative ideas and projects in all parts and language regions of Switzerland. In this way, it makes an active contribution to promoting and strengthening Switzerland's competitiveness. In addition, since 2021 Initiative Switzerland has awarded the Prix Suisse annually to a personality who has made outstanding contributions to Switzerland in recent years. In 2021, the Prix Suisse went to entrepreneur Peter Spuhler. In 2022, the scientist Martine Clozel was honored.

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