

MEDIA RELEASE December 3, 2024

## **Marco Hubeli new CEO of Alder + Eisenhut AG**

- **The 133-year-old traditional Swiss company Alder + Eisenhut AG in Ebnet-Kappel (SG) is the leading Swiss manufacturer and marketer of gymnastics and sports equipment for school and club sports. The company has also been active in stage construction since 2005. Robin T. Alder is the fourth generation of the family to manage the company.**
- **F.G. Pfister Holding AG, which is wholly owned by the F.G. Pfister Foundation, acquired a majority stake in the company at the beginning of December 2023. This was part of F.G. Pfister's strategy of investing in Swiss SMEs that are looking for a succession plan.**
- **After a year, Robin T. Alder, co-owner, Chairman of the Board of Directors and CEO of Alder + Eisenhut AG, is handing over the management of the company to Marco Hubeli, who took over responsibility as CEO on December 1.**
- **Marco Hubeli has many years of management experience and has worked for leading international brands in the consumer goods industry. He also has extensive knowledge of industrial production.**
- **Robin T. Alder will remain with the company and concentrate on his role as Chairman of the Board of Directors.**
- **Alder + Eisenhut AG is growing and employs around 150 people.**

**Suhr, December 3, 2024:** *"Since we began our activities three years ago, eight Swiss owner-managed SMEs have opted for a partnership with the Pfister Foundation as part of the external succession solution - including Alder + Eisenhut AG. We are delighted that with Marco Hubeli as the new CEO, the company is initiating a sustainable succession solution for the management of Alder + Eisenhut AG,"* says Rudolf Obrecht, Chairman of the Board of Directors and Delegate of F.G. Pfister Holding AG. The F.G. Pfister Foundation's investment in the long-established Alder + Eisenhut AG in December 2023 is in line with its long-term strategy of investing in companies that pursue a sustainable corporate policy, preserve jobs, create new ones in the medium term and thus strengthen Switzerland as a business location.

### **Marco Hubeli takes over company management**

The 48-year-old Marco Hubeli - lic. oec. HSG with a specialization in digitalization - has many years of operational and strategic experience. He started his career at ODLO International AG as International Head of Communication & Marketing Services. He then moved to FREITAG Lab AG - the owner-managed cult Zurich bag manufacturer - as Global Head of Commercial. From 2014 to 2018, he was Global Head of Product at SWATCH Ltd. In 2018, Marco Hubeli was appointed CEO of MAPO AG, an 80-year-old trading company for products, services and capital goods for internal logistics. *"With Marco Hubeli, a CEO with experience from various industries and a great affinity for digitalization is taking over the management of Alder + Eisenhut AG. I am convinced that he will continue the successful development of the company with his entrepreneurial vision and high regard for our employees,"* says Robin T. Alder, Chairman of the Board of Directors of Alder + Eisenhut AG.

Alder + Eisenhut AG is the leading Swiss manufacturer and marketer of gymnastics and sports equipment for school and club sports. Since 2005, its second mainstay has been consulting, planning, construction, maintenance and servicing of stages for community halls, multi-purpose halls, theaters, television and companies. Founded in 1891, the company is based in Ebnat-Kappel in Toggenburg in the canton of St. Gallen and employs around 150 people.

**About F.G. Pfister Holding AG**

F.G. Pfister Holding AG is wholly owned by the F.G. Pfister Foundation. The income generated by F.G. Pfister Holding AG contributes to fulfilling the purpose of the F.G. Pfister Foundation. This is to promote innovation and entrepreneurship for the benefit of the Swiss economy and society, with the aim of strengthening Switzerland as a place to live and work. F.G. Pfister Holding AG has its registered office in Suhr.

[www.fgpfister.ch](http://www.fgpfister.ch)

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