

**Christian Bailly**

*Munich, Germany*



Managing Partner at Armira

Vice Chairperson of the Supervisory Board of tonies SE since 2021

Member of the Audit Committee of tonies SE since 2021

**PERSONAL INFORMATION**

Year of Birth	1981
Place of Birth	Leverkusen, Germany
Nationality	German

**ACADEMIC CAREER**

Master of Business Administration (MBA) from INSEAD  
Dipl-Betriebswirt (FH) from ESB Business School Reutlingen  
BBA (Hons) European Management from Lancaster  
University

**PROFESSIONAL CAREER**

Since 2016	Managing Partner Armira
2010 to 2016	Principal KKR Capstone
2006 to 2010	Management Consultant Boston Consulting Group



#### **CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS**

None

#### **CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES**

None

#### **RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE**

Christian Bailly has over 18 years of international experience in supporting companies and management teams across industries in value creation - as advisor, operator, investor, and board member. His experience includes, among other things, strategy development and implementation, sales and marketing, finance, M&A and operational improvements.

He has worked with over 20 companies, including ProSiebenSat.1 Media SE, Versatel AG, Scout24 Schweiz AG, where he served as a Managing Director from 2015 to 2016 and Biosynth AG, where he served on the Board of Directors from 2017 to 2022.

As managing partner of Armira Beteiligungen GmbH & Co. KG, a licensed asset manager (AIFM) under the German KAGB, Christian is responsible for the portfolio management of various German closed-end special AIFs with a focus on SME investments headquartered in the DACH region and Northern Italy.



## Helmut Jeggle

*Holzkirchen, Germany*

Founder and Managing Partner of Salvia GmbH

Member of the Supervisory Board of tonies SE since 2021



### PERSONAL INFORMATION

Year of Birth: 1970  
Place of Birth: Biberach an der Riss, Germany  
Nationality: German

### ACADEMIC CAREER

**Mr. Jeggle holds a degree in Business Administration from the University of Applied Sciences Neu-Ulm and earned in 2007 his MBA from the Stuttgart Institute of Management and Technology.**

### PROFESSIONAL CAREER

Since 2014	Founder and Managing Partner Salvia GmbH
Since 2021	CEO Salvia Service GmbH
2015 to 2021	General Partner ATHOS KG
2011 to 2021	Management positions Santo-Gruppe
2010 to 2021	CEO Neula Holding GmbH
2008 to 2021	CEO positions AT-Gruppe, München



2007 to 2015	Head of Direct Investments ATHOS Service GmbH
2005 to 2007	Head of Business Planning & Analysis Germany Sandoz
2002 to 2005	<i>Manager Controlling</i> Hexal AG
2000 to 2002	<i>Trainee Finance</i> Hexal AG, Holzkirchen, Eon Labs, New York, NY, USA

#### **CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS**

4SC, Munich, Germany Member of the Supervisory Board  
AiCuris AG, Wuppertal, Germany Member of the Supervisory Board  
BioNTech SE, Mainz, Germany Chairman of the Supervisory Board

#### **CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES**

APK ALUMINIUM UND KUNSTSTOFFE AG, Merseburg, Germany  
CorTec GmbH, Freiburg, Germany  
IQM Quantum Computers, Espoo, Finland  
Solaris Pharma Corporation, Bridgewater, USA

#### **RELEVANT KNOWLDEGE, SKILLS AND EXPERIENCE**

Helmut Jeggler is founder and managing partner of Salvia GmbH, a **first-generation Family Office**. Originally launched with traditional angel investments, Salvia has since evolved into an entrepreneurial venture capital investor and invests in the areas of life science and deep tech.

From 2015 until April 2021, Mr. Jeggler served as General Partner at ATHOS KG, the Strüngmann Family Office. Prior to that, from 2007 until 2015, he was Head of Direct Investments at ATHOS. From 2002 until 2007, Mr. Jeggler held various positions within Hexal AG, including Head of Business Planning & Analyses.

Helmut Jeggler is an accomplished senior executive manager with more than 20 years of international experience in the financial field, including strategic management within corporate/non-corporate environments as well as substantial transactional experience. Mr. Jeggler holds a degree in Business Administration from the University of Applied Sciences Neu-Ulm and earned his MBA from the Stuttgart Institute of Management and Technology.



## Alexander Kudlich

*Berlin, Germany*

General Partner at 468 Capital

Member of the Supervisory Board of tonies SE since 2021



### PERSONAL INFORMATION

Year of Birth: 1980  
Place of Birth: Bonn, Germany  
Nationality: German

### ACADEMIC CAREER

Master of Business Administration (MBA) from the European School of Management and Technology Berlin, Germany  
Master of Arts degree in Philosophy from the University College London, United Kingdom  
Business Administration degree (Lic. oec.) with a specialization in Finance and Accounting from the University of St. Gallen, Switzerland

### PROFESSIONAL CAREER

Since 2020	General Partner 468 Capital GmbH & Co. KG
2011 to 2020	Member of the Management Board Rocket Internet SE
2008 to 2011	Global Head of Advertiser Sales and Regional Managing Director zanox.de AG (now AWIN AG)
2005 to 2007	Executive Assistant to the Chairman & CEO Axel Springer AG



## **CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS**

None

## **CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES**

Member of the Advisory Board - Apollon Fulfillment GmbH

Member of the Advisory Board - arive GmbH

Member of the Advisory Board - Bernhard Schulte GmbH & Co. KG

Member of the Advisory Board - Compado GmbH

Member of the Advisory Board - Linearity GmbH

Member of the Advisory Board - Razor Group GmbH

Member of the Advisory Board - TalentSpace GmbH

Member of the Advisory Board - Woom GmbH

Member of the Extended Board of Directors - Bundesverband Deutsche Startups e.V.

## **RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE**

Mr. Kudlich has 15 years of experience in tech investing and business building. Currently, he is a general partner at 468 Capital. Before founding the venture capital firm in March 2020, Mr. Kudlich was a member of the management board at Rocket Internet SE since 2015, after having joined the firm in 2011 and having served as the company's second most senior executive since. Throughout his tenure, Mr. Kudlich has overseen Rocket's core business - the incubation of large-scale internet technology businesses. Mr. Kudlich worked in various managerial positions in a group company of Axel Springer AG – zanox.de AG, including as regional managing director for Asia Pacific and Central and Eastern Europe. Mr. Kudlich started his professional career as the Chief of Staff to Mathias Döpfner, Chairman and CEO of Axel Springer SE during its digital transformation.



## **Alexander Schemann**

*Munich, Germany*

Founder & Managing Partner Armira

Member of the Supervisory Board of tonies SE since 2021.

### **PERSONAL INFORMATION**

Year of Birth: 1977  
Place of Birth: Stuttgart, Germany  
Nationality: German

### **ACADEMIC CAREER**

Master's Degree (Dipl.-Jurist) in law from the Ludwig Maximilian University of Munich  
Studies of business and law at Eberhard-Karls-Universität Tübingen, Universidad Pontificia Comillas (ICADE) Madrid and HEC and Universite de Lausanne

### **PROFESSIONAL CAREER**

Since 2008	Founder & Managing Partner Armira
2005 to 2008	Goldman Sachs International, London (UK) Goldman Sachs Capital Partners (PIA)  Goldman, Sachs & Co. oHG, Frankfurt Investment Banking Division / Advisory Group Unternehmenstransaktionen (M&A), Corporate Finance, Strategic Advisory
2003 to 2005	M&A / Corporate Finance  Ermgassen & Co, London (UK)



#### **CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS**

None

#### **CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES**

None

#### **RELEVANT KNOWLDEGE, SKILLS AND EXPERIENCE**

Alexander Schemann has 18 years of PE experience and is a Managing Partner at Armira. Prior to Armira, he was working for Goldman Sachs Capital Partners (PIA) in London and prior to that in the M&A department of Goldman Sachs in Frankfurt. During his career, Mr. Schemann invested in several industries and has gained significant experience in buy & build strategies as well as in structuring complex deal situations (e.g., carve-outs). Alexander Schemann always had a passion for family businesses, entrepreneurship, and technology.



## **Erika Wykes-Sneyd**

*Bavaria, Germany*



*Global Vice President and General Manager, Adidas*

Erika is Global Vice President and General Manager of adidas /// studios (three stripes studios). Her team is establishing how the world's most iconic sport-lifestyle brand creates the most desired experiences in immersive digital worlds. Prior, Erika was the Global CMO for adidas originals, collaborations and basketball. As CMO of Adidas lifestyle business, she oversaw a global team of 90+ responsible for establishing strategic direction across footwear franchises, apparel, collaborations and basketball. She oversaw the global marketing & consumer experience teams responsible for some of the greatest go-to-market launches of all time such as Gucci x Adidas, Moncler x Adidas, the launch of Adidas Forum footwear franchise, the re-launch of Adidas basketball and the #1 Hype Drop of all time – adidas originals NFT-backed collaboration with the Bored Ape Yacht Club, Gmoney and Punks Comics which grossed \$24-million in 24-hours.

Her leadership at adidas introduced 'The New Age of Originality' to adidas – a multi-disciplined portfolio approach to winning a new generation spanning footwear franchises, collaborations, emerging tech consumer experiences and new member services. She set the multi-year vision for the adidas brand's burgeoning connection to style credibility, youth culture and the emerging creator culture.

In a career spanning action sports, fintech, accelerated tech, gaming, fashion, automotive and advertising, there's one common denominator – Erika's understanding that iconic brands are bound by a deep and passionate connection to community, proven by the product and experiences they offer. Born in Palm Springs, California, Erika currently resides in Erlangen, Germany.

Member of the Supervisory Board of tonies SE since 2023

### **PERSONAL INFORMATION**

Year of Birth: 1983

Place of Birth: Palm Springs, United States

Nationality: American

### **ACADEMIC CAREER**

2017 - 2018 Harvard Business School Executive Education

2001 - 2005 Chapman University Business Administration, Marketing & Management

### **PROFESSIONAL CAREER**

Adidas / Global Vice President & General Manager

DEC'22 - current



Adidas / Global Vice President, Marketing & Communications, adidas Originals, Collaborations and Basketball	JAN'21 - Dec'22
PayPal / Global Head of Brand Experience & Innovation	MAY'19 - NOV'20
Uber / Global Head of Brand Relevance	MAR'17 - APR'19
Google / Emerging Business Development & The Zoo	MAY'14 - MAR'17
Sony PlayStation / Sr. Manager Brand & Product Marketing	JUN'11 - MAY'14
Saatchi & Saatchi (Toyota, N.A.) / Supervisor, Action Sports	DEC'08 - JUL'11
Rock & Republic / Head of Marketing & Partnerships, Rock Racing	MAY'07 - DEC'08
Roland Sands Design/ Global Marketing & Sales	SEPT'03 - MAY'07

#### **CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS**

*None*

#### **CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES**

*None*

#### **RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE**

Brand Marketing lead for the #1 console launch of all time, the PlayStation 4. Responsible for the hardware, accessories and product marketing P&L as well as go-to-market launch for Sony PlayStation globally with special focus on North America. Led the go to market launch of PlayStation master brand, PlayStation 4 and their entire portfolio of 1P and 3P partnerships spanning Activision, Blizzard, Ubisoft, Bungie and Rockstar Games.

Led the development of a 5-year marketing strategy for Adidas lifestyle category, Adidas Originals spanning apparel, footwear franchises, collaborations and basketball. The strategy dubbed "The New Age of Originality" aimed to re-position Adidas core franchises as the most desired and influential. It included break-through marketing partnerships with Balenciaga, Gucci, Moncler as well as the #1 Hype drop of all time, "Into the Metaverse" which resulted in \$24M in revenue in 24-hours as the first NFT-backed drop by a global brand.

She has incepted and orchestrated global marketing strategies for brands such as Disney, Marvel, PlayStation, XBOX, Adidas, Lego among others. She has led global teams of 120+ across all disciplines of marketing spanning creative, media, content, partnerships & collaborations, trade/retail, promotions and measurement/insights.

Her understanding of consumers, culture and ability to execute with excellence across multi-national organisations makes her a highly influential and sought-after leader.