

Press release

Croma-Pharma expands management team

- Peter Haidenek new CEO and CFO
- Daniel de Boer for business development and strategy

Leobendorf/Vienna, 17 October 2022 Croma (Croma-Pharma® GmbH), a global company in the field of minimally invasive aesthetics medicine and a leading manufacturer of hyaluronic acid syringes, is expanding its management team.

Peter Haidenek joins the management board and the rest of the founding family, Gerhard and his sons Andreas and Martin Prinz, as the CEO and CFO. Peter has a degree in business administration (RWTH Aachen University) and has many years of board and management experience at international, publicly listed companies. Born in Germany, he was, among other appointments, a board member at Polytec Holding AG, Chemson Polymer Additive AG and Flamm AG; he also held management positions at Deutsche Lufthansa AG, Adidas AG and KPMG. He is a former competitive swimmer and was the world champion runner-up in his age group in the Ironman triathlon in Hawaii.

'I would like to support the dynamic growth of Croma-Pharma GmbH as a company that is outstandingly positioned in the international aesthetics market and contribute to leading the company to financial excellence', is how Peter defines his main focus.

Daniel de Boer is a new member of the management team as the global director of business development and strategy. Born in Germany, he has an MBA degree from the University of Miami. With more than 16 years of experience in the aesthetics market, he most recently worked for the US Allergan Aesthetics Group as the sales director for Germany. Before that, he was, among other positions, the global head of business development in aesthetics for the Galderma dermatology group in Lausanne. After his studies, Daniel spent several years as a tennis pro on the global ATP / ITF circuit.

'I want to continue giving my support to the impressive development of Croma in the field of aesthetics. My focus will be on product and corporate strategy in order to position the company as a dynamic challenger in the global market', says Daniel.

Press contact

Uschi Mayer
External communications
Croma-Pharma GmbH
Cromazeile 21 A-2100 Leobendorf, Austria
Mobile: +43 676 84 68 68 966
Email: uschi.mayer@croma.at

About Croma

Croma-Pharma is a global player in the field of minimally invasive aesthetics and a leading manufacturer of premium quality hyaluronic acid syringes. Croma offers a comprehensive aesthetics medicine portfolio including botulinum toxin, fillers, threads and biostimulators as well as its own complementary skincare line. Founded in Vienna by the pharmacist Prinz couple in 1976, the family company has its headquarters at Leobendorf near Vienna. With 550

employees, 13 subsidiaries in Europe and Brazil, two joint ventures and 60 exclusive export partners, it distributes its products in 80 markets globally, and operates as a contract manufacturer in ophthalmology and orthopaedics. Find out more at croma.at.

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