

Muttenz, 29 January 2024

## Media release

### **Sascha Heiniger is the new Head of Corporate Communications & Strategic Branding at Valora**

#### **Muttenz – With effect from January 2024, Sascha Heiniger is in charge of Corporate Communications and Strategic Branding at the Valora Group.**

As Head of Corporate Communications & Strategic Branding, Sascha Heiniger (52) is now responsible for the communication strategy, media services, brand management and internal communication at the Valora Group.

Together with the three-person Valora communications team, Sascha Heiniger is responsible for developing the Valora brand and communication strategy and strengthening the communicative umbrella across the Group's different national companies and divisions.

Most recently, Sascha Heiniger in his role as country manager was responsible for developing the new, fully electric automotive brand Polestar in Switzerland. Prior to that, he worked at a national and international level in corporate and brand communications at Volvo Cars.

This ad hoc announcement is available online at [www.valora.com/newsroom](http://www.valora.com/newsroom).

**If you have any questions, please do not hesitate to contact:**

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#### **About Valora**

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive foodvenience offering – nearby, quick, convenient and fresh. The around 2,800 small-scale points of sale of Valora are located at highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. The Valora Group with its registered office in Muttenz in Switzerland is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at [www.valora.com](http://www.valora.com).