



*Press release*

## **SIXT expands Group Management Board by adding two renowned leaders from its own ranks and sets course for further growth**

- **As of October 1, Vinzenz Pflanz (50) appointed Chief Business Officer (CBO) and James Adams (39) Chief Commercial Officer (CCO) of Sixt SE**
- **Alexander Sixt and Konstantin Sixt: "Our company can look back on a decade of strong growth and continuous internationalisation and digitalisation. We now want to take this new size of the Group into account and at the same time set the course for further growth. We are particularly proud that the two new members of the Management Board come from our own ranks."**

**Pullach, 14 September 2022** – SIXT is expanding its Management Board as of 1 October 2022 and promoting two renowned leaders from its own ranks, **Vinzenz Pflanz and James Adams**. The company has undergone a fundamental transformation over the last decade and grown strongly – SIXT has increased its revenues by 136%, increased the share of its international business from 29% to around 70%, doubled the size of its fleet and at the same time increased the number of employees by more than 130% (financial year 2021 compared to 2009). By expanding the Management Board, SIXT is now setting the course for further expansion of its business model as well as for further internationalisation and digitisation.

As Chief Commercial Officer (CCO), James Adams (39) will be responsible in particular for revenue management, global web and app products, pricing, and yield management. In his role as Chief Business Officer (CBO), Vinzenz Pflanz (50) will be responsible for global vehicle purchasing and sales. Besides the two new appointments, the Management Board of Sixt SE consists of Co-Chairmen Konstantin Sixt and Alexander Sixt, as well as Nico Gabriel (COO) and Prof. Dr. Kai C. Andrejewski (CFO).

**Erich Sixt**, Chairman of the Supervisory Board of Sixt SE: "With the appointment of Vinzenz Pflanz and James Adams, we are bringing two highly esteemed and experienced colleagues onto the Management Board. The two will play a decisive role in driving SIXT's successful international growth and digitisation course."

**Alexander Sixt and Konstantin Sixt**, Co-CEOs of Sixt SE: "Our company can look back on a decade of strong growth and continuous internationalisation and digitalisation. We now want to take this new size of the Group into account and at the same time set the course for further growth. We are particularly proud that the two new members of the Management Board come from our own ranks."

**James Adams**, a proven digital business expert, joined SIXT in April 2020, where he started as CEO of Great Britain before taking global responsibility for revenue management and e-commerce worldwide. Previously, the 39-year-old from Britain was Chief Commercial Officer of the mobility and transportation division of Booking.com (one of the world's largest travel platforms with global sales of more than EUR 10 billion) and Managing Director of Rentalcars.com, the world's largest car rental platform. He started his career at the management consultancy Oliver Wyman, where he helped build the "Travel & Leisure" division. James becomes the first non-German Board member in SIXT's history.

**Vinzenz Pflanz** has worked successfully in various functions in the field of international mobility services for over 26 years and is very well connected in the industry. The long-time SIXT manager started as Chief Sales Officer at Sixt Leasing SE in 2016 and has been responsible for Sales & Products across all subsidiaries and segments worldwide in the role of President Corporate Sales of the Sixt Group since 2017. Prior to this, the 50-year-old native of Munich spent six years as Chief Commercial Officer at Fleet Logistics, one of the leading fleet service providers in Europe.

**James Adams, new Chief Commercial Officer (CCO) of Sixt SE:** "Our mission to be the world's leading premium mobility provider is based on delighting our customers every day, connecting them with the right vehicle in the right place at the right time for the right price. In my new role, I will focus on helping SIXT do this better every day, driving our profitable growth by creating the most compelling customer experience through digital and product innovation."

**Vinzenz Pflanz, new Chief Business Officer (CBO) of Sixt SE:** "SIXT's success is based, among other factors, on our long-standing strong partnerships with car manufacturers as well as numerous business customers. Therefore, it is only a logical step to leverage further potential and synergies by merging the vehicle purchasing and sales divisions and to further intensify the cooperation with our partners through even better tailored products as well as joint projects."

**About SIXT**

Sixt SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products [SIXT rent](#), [SIXT share](#), [SIXT ride](#) and [SIXT+](#) available through its 'ONE' mobility platform, the company offers a uniquely integrated premium mobility service covering personal and commercial vehicle rental, car sharing, ride hailing and car subscriptions. All products can be booked through the SIXT app, which also integrates the services of its international mobility partners. SIXT has a presence in more than 100 countries around the globe. The company stands for consistent customer focus, a culture of innovation based on strong technological competence, a high proportion of premium vehicles in the fleet and quality customer experience at attractive prices. In 2021 SIXT achieved significant market share gains as well as a record result, delivering revenues of EUR 2.28 billion and earnings before tax of EUR 442.2 million – despite the ongoing COVID-19 pandemic. In the decade before, from 2009 to 2019, SIXT Group doubled its revenues. Sixt SE has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334).

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