



Alpina, tovarna obutve, d.o.o. T: +386 4 51 58 000  
Strojarska ulica 2 F: +386 4 51 58 370  
4226 Žiri E: alpina@alpina.si  
Slovenija W: www.alpina.si

## PRESS RELEASE

### **ALPINA group announces reorganisation Creates a solid platform for growth**

**Žiri, 21 July, 2015** – Alpina d.o.o. announces a comprehensive corporate reorganisation designed to increase efficiency, return the group to profitability in 2016 and ensure its future growth prospects.

As part of the plan the Company will rationalise production facilities, review the store network, reduce working and invested capital and cut overhead costs. Also the product and market portfolio are to be optimised. All measures will be implemented by the middle of next year.

The restructuring programme will be led by Mrs Barbara Vtič Vraničar who has been appointed as Chief Executive Officer of Alpina with immediate effect. Mr Matjaž Delopst, former CEO and leader of the first development phase of Alpina, leaves the company at the same time.

Barbara Vtič Vraničar, Chief Executive Officer, said: “Trading conditions and competition have been severe over years and the Company expects again to make a loss in 2015. No organisation can allow a situation like this to continue.

I believe that the reorganisation will create a platform from which the Group can grow strongly in the future. ALPINA is a powerful brand especially in the sport sector. We want to use this strength and extend this to other areas of the business.”

#### About ALPINA

ALPINA Group is a development-oriented footwear specialist with a long and inspiring tradition. Alpina designs, manufactures, distributes and retails footwear and accessories internationally, all bearing the Alpina logo.

#### **Media inquiries:**

**Mrs. Nives Markelj**

**Alpina d.o.o.**

**Tel. +386 4 51 58 000**

**nives.markelj@alpina.si**

