



PRESS RELEASE

Jägermeister

Dougal McGeorge is the new Senior Vice President Global Marketing at Mast-Jägermeister SE

WOLFENBÜTTEL, 14 January 2025 – Dougal McGeorge will start as the new Senior Vice President Global Brand Marketing at Mast-Jägermeister SE on 1 March 2025. He succeeds Wolfgang Moeller, who has left the company after more than twelve successful years.

McGeorge, 52, is an internationally proven beverage and spirits expert. The New Zealander has held senior marketing positions in more than seven countries. Amongst these, he served in international management positions at Heineken before joining Diageo, where he expanded the global Scotch Whisky portfolio as Vice President Global Brands Director, and diversified Diageo's offerings in the market as Chief Marketing & Innovation Officer for the Korean national division. He then went on to manage the further development of Penfold wines at TWE (Treasury Wine Estates) as Global Chief Marketing Officer. In addition, before joining Mast-Jägermeister SE, McGeorge served for several years as a management consultant at the Austrian digital agency LOOP Media.

'In Dougal, we have brought on board a brand strategist with extensive international experience. Across diverse market environments, he has repeatedly demonstrated that he can energize brands achieve growth, position as consumer-centric successfully, and build equity. His expertise in brand management and development, as well as his deep understanding of the beverage and spirits industry, make him the ideal person for this key global position,' says Michael Volke, CEO of Mast-Jägermeister SE.

At Mast-Jägermeister SE, McGeorge will report directly to Volke and will be responsible for the organisation of global marketing as well as the strategic brand management of the core brand, Jägermeister. The focus will be on advancing the global brand strategy and working closely with local markets to translate it into unique and innovative brand experiences for consumers.

'I'm thrilled to become part of this traditional family business and to shape the future of the brand together with such a passionate team. Jägermeister



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stands for highly emotional brand management and strong authenticity. It's a great honour for me to carry these values forward and to work with the team to take the brand to the next level.'



Caption: Beginning March 2025, New Zealander Dougald McGeorge will manage brand activities for Mast-Jägermeister SE.

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About Jägermeister

Today's famous premium herbal liqueur was launched 80 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona