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October 25, 2022

LEDVANCE Names Jonathan Lubeck CEO of US Region



30+ year veteran will lead U.S. operations for LEDVANCE & SYLVANIA general lighting products

WILMINGTON, Mass. – LEDVANCE LLC, the maker of LEDVANCE and SYLVANIA general lighting products in the US and Canada, announced that Jonathan Lubeck has been named CEO for the US region. In addition to now overseeing all aspects of the US business including marketing, product management and customer service, Lubeck will assume responsibility for all US sales channels. A veteran of more than 30 years with the Trade (Commercial & Industrial) sales organization at LEDVANCE, Lubeck has held a wide range of sales and marketing leadership and individual contributor positions. In North America, LEDVANCE LLC offers a wide range of LEDVANCE and SYLVANIA LED luminaires for various applications, intelligent lighting products for smart homes and buildings, one of the largest LED lamp portfolios in the industry, and traditional light sources.

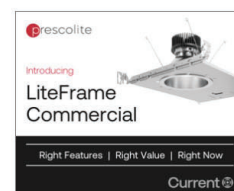
"Jonathan's knowledge of our LEDVANCE customer base and the lighting industry is very impressive, as is his work ethic and commitment to growing sales. He is a collaborative leader who empowers teams to succeed," said Bart Mei, Global Chief Sales & Marketing Officer, LEDVANCE. "Jonathan has had the unique opportunity to witness and navigate through a tremendous amount of change in the lighting industry, lending his insight, helping to fashion strategy, and playing an integral role in moving LEDVANCE into a leadership position in the era of solid state lighting. I am confident under his direction, LEDVANCE will continue to be a destination for US businesses and consumers seeking high quality lighting products and an exceptional experience."

"In the legacy traditional days early in my career, alignment on the manufacturing side being fully integrated was fairly standard. Today, being fully integrated is a big deal as many companies are not. This is a major part of the LEDVANCE advantage," said Jonathan Lubeck, US CEO, LEDVANCE LLC. "We are the only globally vertically integrated general lighting company. This

means, with our global network we manufacture the various components needed for the future of LED products. This differentiator allows us to break new ground and deliver better lighting products fast."

"At LEDVANCE, we are advancing light with diverse and dynamic teams here in the US and all around the globe, and our customer-centric mindset drives us to provide the smartest and most advanced lighting solutions for homes and businesses. When I meet with customers across the nation and share with them our plans, they are excited to be partnering with LEDVANCE, as they know that our quality SYLVANIA and LEDVANCE lighting products can help their business grow," said Lubeck.

"Exceptional brand support, experienced sales and support resources, data integrity, trusted warranty coverage, supply chain expertise, and ease of doing business are just some of requirements for being a leader in today's lighting industry. Here in the US and around the globe, we have experts dedicated to these focus areas and more, and we will work tirelessly to ensure that LEDVANCE will always be the brightest choice," said Lubeck. "In addition, we are making significant investments in improving our already incredible customer experience because we want to continue to be the best lighting partner for customers."



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ABOUT LEDVANCE LLC

With offices in more than 50 countries and business activities in more than 140 countries, LEDVANCE is one of the world's leading general lighting providers for professional users and end consumers. In North America, LEDVANCE LLC offers a wide range of LEDVANCE and SYLVANIA LED luminaires for various applications, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamps portfolios in the industry, and traditional light sources. The SYLVANIA brand leadership is a result of over 100 years of lighting experience and paves the way for future success. Further information can be found at www.ledvanceUS.com.

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