



Ravensburger North America, Inc.

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FOR IMMEDIATE RELEASE

Filip Francke Joins Ravensburger North America Executive Management Team, as CEO

Seasoned consumer products leader brings proven marketing and brand building expertise to recently established division

Seattle, WA (August 17, 2017)—Ravensburger AG, a leading international toy company promoting playful development that is loved the world over for its commitment to detail and quality, announced today that Filip Francke will join the company's executive management team as CEO of its recently established North America division. Ravensburger North America brings together three major toy brands—[Ravensburger](#), [Wonder Forge](#), and [BRIO](#)—under one roof. Ravensburger, one of Europe's leading toy companies, will leverage Francke's expertise to implement a growth plan for the U.S. designed to expand business in this key market. Ravensburger North America division offers products for all ages and spans key toy industry categories including puzzles, games, playsets, wooden toys, and arts & crafts.

Francke joins the Ravensburger team as a proven general manager who has made a career of successfully leading consumer businesses to drive growth and profitability. As GM of Helly Hansen US and South America, he implemented strategic marketing programs to double revenue, establishing Helly Hansen as one of the fastest growing winter outdoor apparel brands in the U.S. With expertise spanning marketing, sales and product development, Francke has managed large-scale businesses and teams at Electrolux Home Products Corp. and The SAS Group/Scandinavian Airlines to round out a career dedicated to implementing consumer-focused strategies to successfully build brands and increase profitability.

"We are pleased to welcome Filip Francke to the executive management team," said Clemens Maier, CEO of Ravensburger AG. "We believe his leadership will enable us to grow awareness and sales for all three of our cherished toy brands, helping us bring our unique play experiences to even more families throughout North America."

Francke joins the existing Ravensburger North America executive management team and will be based in the company's Seattle, Washington office. The executive team includes Thomas Kaeppler as President of Ravensburger North America, overseeing the Newton, New Hampshire-based sales and product development teams; Joerg Starke as CFO, and Florian Baldenhofer as EVP, responsible for the games division. Jacobe Chrisman, founder of Wonder Forge and former CEO, will act as a senior advisor to the company, focusing on new product development initiatives.

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About Ravensburger

Founded in Ravensburg, Germany in 1883, Ravensburger is a leading international toy company promoting playful development that is loved the world over for its commitment to detail and quality. In the U.S., the company is known for its extensive line of puzzles for children and adults, award winning board games, such as bestseller Labyrinth, and its engaging science and arts and crafts kits. To learn more visit [ravensburger.com](#).

About Wonder Forge

Wonder Forge is proud to offer games and puzzles that promote character-inspired play, featuring many of the industry's most beloved licenses. The company has been honored with more than 220 prestigious awards for product excellence, including 5 nominations for the Toy Industry's T.O.T.Y. Toy of the Year Award in the game category. To learn more visit [wonderforge.com](#) or find us on Facebook ([facebook.com/WonderForge](#)), Twitter ([WonderForge](#)), and Pinterest ([pinterest.com/wonderforge](#)).

About BRIO

For over a century, our driving force has been to spread joy among children around the world. We want to create happy childhood memories where the imagination is allowed to flow freely. BRIO is a Swedish toy brand that creates innovative, high quality and well- designed FSC® certified (N002103) wooden toys that give children a safe and fun play experience. The company was founded in 1884 and is represented in over 30 countries. To learn more visit [BRIO.net](#).