



MARTIN POS

FOUNDER AND CHAIRMAN OF CYBEX AND CEO OF GOODBABY INTERNATIONAL HOLDINGS LIMITED

Martin Pos is the founder of Bayreuth-based CYBEX, a leading global provider of infant car seats and technical lifestyle products for parents and children, and Chief Executive Officer of the Hong Kong-listed Goodbaby International Group.

As an entrepreneur with more than 30 years of industry experience, he has had a significant impact on the child and baby industry. With a commitment to making the impossible possible and challenging the status quo, he has launched numerous products over the years that have set new industry standards time and time again.

The former competitive athlete began his career in 1993 at Concord, a German car seat manufacturer. Initially he started as the Global Sales and Marketing Director until ultimately taking over as Managing Director of the company seven years later.

In 2003, he began his own entrepreneurial career with the founding of Columbus Trading Partners, a trading company specializing in the distribution and marketing of baby products in Germany and Austria. Two years later, in 2005, he founded CYBEX. The vision was to develop not only the best and safest car seats in the world, but also strollers and furniture that seamlessly integrate into the lifestyles of fashionable and style-conscious parents. With its unique combination of design, safety and functionality, the brand quickly became an industry leader in car seats and iconic strollers under his leadership.

Since its founding, CYBEX has won more than 450 awards for safety and design and today distributes car seats, strollers, children's furniture, baby carriers, and other products in more than 120 countries, with approximately 1,000 employees around the world. In 2014, CYBEX merged with Goodbaby International, a global market leader and manufacturer of baby and children's products. As a result of this merger, Martin Pos not only gained direct access to the Asian market, but also to a global pool of the most innovative technologies and talents in the world, as well as the largest production sites in this industry. Since the company's humble beginnings in 2005, Martin Pos has pursued a mission to embed modern design, cutting-edge technology and smart functionality in all its products. This corporate strategy is complemented by sustainability and the idea that safety should not be a luxury for the few.

In 2016, shortly after the merger, Pos was appointed CEO of the entire Goodbaby International Group. In this role, Martin Pos is responsible for global strategy, brand portfolio and all business units. At last count, Goodbaby International employed approximately 11,000 people and had revenues of approximately \$1.1 billion.



From the idea to create something unprecedented

Bayreuth, the birthplace of CYBEX, is still home and is therefore the heart and soul of this global company. Around 750 people, a collaborative team of physicists, engineers, architects, industrial and fashion designers as well as many other experts, work there together to change the industry with new standards of safety and comfort, surprising parents all over the world again and again.

When CYBEX was founded, Martin Pos and his team asked themselves what technology would be needed to provide children with the ultimate protection in the event of a car accident. Even then, it was clear that only an airbag could provide this new level of safety. At the time, however, the technology was not yet ready. Instead of discarding the idea, the team drew up a list of requirements and technological developments which were necessary to make it a reality. Gradually these requirements were fulfilled, until, three years ago, the team in Bayreuth was ready to start the development of a car seat with a full-body airbag.

"We think about things that don't yet exist and ask ourselves, why not?", Martin Pos, founder of CYBEX and CEO of Goodbaby International.

It is the tireless and meticulous approach of the interdisciplinary team of experts at CYBEX that makes it possible to produce groundbreaking products like the Anoris T i-Size, which offers children 50 percent more protection in the event of an accident than comparable models.

Groundbreaking technologies make up half of CYBEX's brand identity. Complemented by a fashion-forward design language, a lifestyle aesthetic is created, making the brand a technical lifestyle pioneer. At CYBEX, rationality is combined with emotionality. According to founder Martin Pos, every product must serve both elements equally.

Quotes

"Our philosophy is simple: we build the safest products in the world, and we'll keep tinkering until we're the best."

"Developing a car seat with a full-body airbag was not an if question, but a when question."

"We've built the world's largest omni-channel distribution platform, in addition to the most innovative products, in our industry."

"'Can't isn't an option' is part of my DNA."

"My motivation was to make the safest seats possible while creating products that don't make parenting uncool – that also have design appeal."

"The Anoris is the perfect example of sticking to good ideas that seem impossible."

"Our headquarters in Bayreuth is the heart and soul of CYBEX. We have arms and legs all over the world."



For more information www.cybex-online.com/de and www.cybex-online.com/newsroom

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