

## Press Release

# STADA welcomes former Reckitt executive Mark Pearson as Global Head Consumer Healthcare

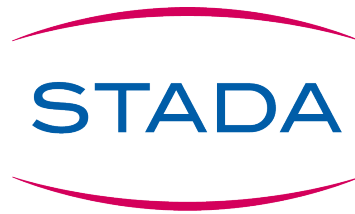
- Former Reckitt global VMS Head Mark Pearson joins STADA from 1 July as Head and Executive Vice-President (EVP), Global Consumer Healthcare
- Pearson succeeds Volker Sydow, who will pursue new career opportunities while supporting STADA as an external advisor
- STADA CEO Peter Goldschmidt: "Mark is a leading industry expert who will ensure continued above-market growth for our global STADA Consumer Healthcare business. Accelerating our over 250 key brands, new product innovations, AI-driven marketing and sales activities, new channel approaches and acquisitions will be his playbook for success."

**Bad Vilbel, Germany – 1 July 2026** – STADA has from 1 July welcomed former Reckitt executive Mark Pearson as Head and Executive Vice-President (EVP), Global Consumer Healthcare. Pearson, who also joins the STADA Executive Committee, will be based in Bad Vilbel, Germany, and will report directly to CEO Peter Goldschmidt.

Pearson succeeds Volker Sydow, who, after almost six successful years with STADA, has decided to leave to pursue a different career path outside the organization.

"Mark is a leading industry expert who will ensure continued above-market growth for our global STADA Consumer Healthcare business. He is joining STADA at a time of significant opportunity for our business," commented Goldschmidt. "His experience, leadership style and commitment to growth make him an excellent fit for STADA. I am confident that Mark

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will help accelerate the development and support the long-term advancement of the strategy of our Global Consumer Healthcare business as an important growth driver for STADA.”

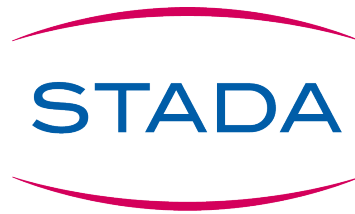
Goldschmidt highlighted Pearson’s strong track record throughout his career in driving growth, leading portfolio transformation and developing high-performing teams across consumer health and hygiene categories. “Mark’s leadership is grounded in a deep understanding of consumer and customer needs, combined with strong commercial execution, and a clear focus on building trusted brands,” STADA’s CEO commented. “His expertise will be vital in capitalizing on the many opportunities through digital marketing and retailing channels, as well as the revolutionary impact of artificial intelligence. Accelerating our over 250 key brands, new product innovations, AI-driven marketing and sales activities, new channel approaches and acquisitions will be his playbook for success.”

Pearson brings 25 years of international consumer healthcare experience, having held senior operational and global leadership roles at Reckitt across the UK, Brazil, Russia, Poland and North America. Most recently, he led Reckitt’s global Vitamins, Minerals & Supplements business and contributed significantly to the company’s strategic transformation in North America.

Commenting on his appointment, Pearson stated: “What excites me most about joining STADA is its growth culture. Consumer expectations in health and wellness are accelerating every year, and the companies that will lead this decade are the ones that, through their culture, grow and adapt at the speed consumers need.”

“Building out further our local hero brands portfolio through targeted deals such as the recent Orifarm supplements transaction enables us to provide a wide range of trusted solutions that fit seamlessly into people’s lives. By delivering solutions and innovations with greater simplicity, relevance, and speed, we will reach more consumers, and thereby make

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life better for more people across our extensive commercial footprint throughout Europe and our fast-growing CHC presence in Asia.”

Goldschmidt thanked Sydow for the key role he has played in inspiring innovation, driving digitalization, and propelling the Consumer Healthcare segment’s successful growth, including through several important brand-portfolio acquisitions. As Europe’s fourth-largest supplier of OTC medicines, STADA achieved a 12% compound annual growth rate (CAGR) in Consumer Healthcare revenues between 2021 and 2025, with the majority of that growth – 9% – being organic.

Sydow will support the organization in an external advisor role.

#### **About the STADA Group**

The STADA Group is headquartered in Bad Vilbel, Germany. The group focuses on a three-pillar strategy consisting of consumer healthcare products, generics and specialty pharma. Worldwide, STADA sells its products in over 100 countries. In financial year 2025, STADA achieved group sales of € 4,296 million and adjusted constant-currency earnings before interest, taxes, depreciation and amortization (adj. cc EBITDA) of € 961 million. As of 31 December 2025, STADA employed 11,670 people worldwide.

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