

# ASSMANN

---

## group

### Press Kit



## Powerful IT infrastructure - for intelligently networked working environments



Assmann Electronic GmbH, based in Lüdenscheid, North Rhine-Westphalia, was founded in 1969 and today - as part of Assmann Holding GmbH - is an internationally operating solution provider for data network technology and for the digital and ergonomically

equipped workplace. Ten other subsidiaries with locations in Austria, Switzerland, France, Spain, Croatia, Poland, Turkey, China, Taiwan and Hong Kong are united under the umbrella of the holding company. The diverse product portfolio of the established own brand Digitus is sold worldwide via IT distributors, system integrators, electrical wholesalers, the eCommerce channel and corporate resellers.

### Digitus by Assmann - fit for the digital future

Whether in the public sector, industry, large corporations or individual offices - with the Digitus range, Assmann offers its customers structured building cabling and enables them to intelligently network modern working environments. This includes products and solutions for data network technology, e.g. network and server cabinets, installation cables and accessories, active and passive network components, accessories for PCs and workstations such as ergonomic office equipment as well as connection and signal transmission solutions for digital signage applications.

### Digital competence - Assmann: easy to do business with

Customers benefit not only from the comprehensive, certified and compatible product range, with which they can cover all their needs, but from the many innovative digital services, e-tools and trade marketing measures that Assmann offers tailored to optimize their joint online business. These include target group-specific customizable product finders for online stores that can be implemented on the customer website, clever direct store integrations of the Digitus brand world or practical article master data downloads such as ETIM.

## **Well positioned - international orientation firmly in sight**

With the multi-layered expert know-how of its management, Assmann continues to drive forward its sustainable growth both within Assmann Electronic GmbH and at international holding level.



*The managing directors of Assmann Holding GmbH Phil Penninger (left) and Dirk Kunz (right)*

With Phil Penninger, who as Managing Director Operations (COO) is responsible for the entire supply chain management as well as IT and quality management, and Dirk Kunz as Managing Director for Finance, Controlling, Human Resources, Administration and Legal (CFO), the company benefits from two top managers who not only know the domestic market, but who have both already proven themselves on the international stage.

In addition to his CFO activities for Assmann Electronic GmbH, Dirk Kunz is also active in the management of Assmann's French, Spanish, Swiss and Hong Kong subsidiaries. Phil Penninger, on the other hand, has managed projects for Assmann's Asian subsidiaries in Taiwan, Hong Kong and China during his many years with the company.

## Assmann Holding Top-Management: Phil Penninger



Phil Penninger has been Managing Director of the Operations division of Assmann Holding, based in Lüdenscheid, since 2021. In the same position, he has also been responsible for the German subsidiary Assmann Electronic GmbH since 2018. During his many years with the company, he has consistently driven forward the

optimization of supply chain management as well as the organization's warehouse and logistics processes. Penninger is also responsible for other back-office areas such as IT and quality management, as well as overseeing product management for the entire group of companies.

The career path of the Chief Operations Officer (COO) is a very special one, as Penninger can look back on a long and successful career with the company, which began in the mid-1990s as a vacation jobber at Assmann and from 1998 as a working student during his business studies and parallel training as an industrial clerk. Fittingly, Penninger is now also responsible for the training and trainee program at Assmann Electronic GmbH.

Penninger received his diploma in 2002 and subsequently worked as assistant to the management at Assmann from 2003 to 2006. This was followed by various senior management positions in process and project management (2006-2013) and in the logistics and SCM sector of the company (2013-2018), before he was appointed General Manager Operations at Assmann Electronic GmbH in 2018 and in the same position at Assmann Holding GmbH in 2021. In addition, Penninger has already proven himself on the international stage, in particular through a six-month stay at the Asian Assmann subsidiaries in Taiwan, Hong Kong and China.

Phil Penninger is married, has three children and enjoys mountain biking in his spare time. He is also the proud owner of one of the largest console collections in the world with his "Consollection". Penninger currently has 338 video game consoles from five decades in his collection.

## Assmann Holding Top-Management: Dirk Kunz



Dirk Kunz has been a member of the management board of Lüdenscheid-based Assmann Holding and its subsidiary Assmann Electronic GmbH since 2020. In this position, he is responsible for Finance and Accounting, Controlling, Taxes, Human Resources, Administration and Legal. In addition, as Chief Financial

Officer (CFO), Kunz is also active across national borders in the management of Assmann's French, Spanish, Swiss and Hong Kong subsidiaries.

Dirk Kunz is a trained IT systems administrator and holds a degree in business law. He also has many years of in-depth experience in finance and controlling for a well-known retail chain, where he was responsible for more than 110 employees. Kunz was also responsible for auditing consolidated and annual financial statements for capital market-oriented companies at one of the Big Four auditing firms.

Dirk Kunz has been a member of the Audit Committee of the Chamber of Public Accountants (KdöR) since 2024. In 2023, he also founded the private investment company DCx Capital GmbH, of which he is the owner. Before joining the Assmann Group in 2020, Kunz held various management positions, including at the OBI Group, Deloitte and Deutsche Telekom.

In his private life, Kunz has a family and in his free time enjoys attending concerts with an open ear for many musical styles as well as being an enthusiastic diver with a passion for the fascinating underwater world.



## **Forward-looking and efficient - a strong brand connects the world**

**Digitus is the own brand of Lüdenscheid-based Assmann Electronic GmbH and stands for innovative, certified solutions for structured building cabling and for the intelligent networking and equipping of working environments. On the market since 1994, Digitus has successfully established itself internationally and is sold via IT distributors, system integrators, electrical wholesalers, the eCommerce channel and corporate resellers in over 50 countries worldwide.**

With its extensive portfolio, Digitus offers a wide range of high-quality products for data network technology as well as for the digital and ergonomically equipped workplace and thus enables its customers to create individually expandable solutions, such as those required for the realization of large interdisciplinary projects in the public or industrial sector.

Whether for equipping an entire university, a large corporation, medium-sized offices or for the home office - the various products in the Digitus brand world include everything that ensures greater efficiency, productivity, ergonomics and flexibility in an increasingly digital and networked working and living environment. All products are certified according to the highest applicable quality standards. In addition, Assmann offers a 25-year system guarantee on all Digitus brand passive cabling components.

Retailers also benefit from innovative e-tools and services for the Digitus portfolio, which are available to them for a perfect buying experience for their customers and thus to optimize their online business. These include target group-specific customizable product finders for online stores, clever direct store integrations of the Digitus brand world or practical article master data downloads such as ETIM.

## The Digitus range of solutions



**YOUR PARTNER FOR  
DATA AND NETWORK  
TECHNOLOGY**

**DIGITAL  
WORKPLACE**

**DATA CABLES &  
CONNECTION TECHNOLOGY**

**NETWORK &  
SERVER CABINETS**

- Compatible products for server and network cabinets, wall-mounted enclosures, power distribution units, UPS systems and cooling systems
- Innovative solutions for fiber optic or copper cable connections, data cables, tools and test equipment as well as high-performance active network components
- From computer and office components to ergonomic solutions for the digital workplace, high-quality cables and adapters to signal transmission technology for audio and video solutions.