



Dear colleagues, dear employees,

dear customers,

dear partners and business friends,

What happens to the company if I die suddenly, an incurable illness makes it impossible for me to work or I suffer an accident from which I cannot recover?

What then happens to the company, to our jobs, to you, my valued employees and long-standing companions? This question has preoccupied me for years now.

Luckily I am completely fit and healthy and, a few months ago, celebrated my 60th birthday

– "at work" – in my company, with you, my colleagues – wonderful!

Liqui Moly also turned 60 this year and, for the sixth time in a row, we were also chosen as the best oil brand in Germany. I had an 11,000 euro bonus transferred to your account at the end of February (or, to be more precise, what was left over after taxes  ). A total of almost 9 million euros.

Our equity ratio is at over 80% and we have generated a profit of more than 40 million euros before tax three years in a row. We have no debts, more than 800 jobs and 500 million euros of sales. We are the market leader in Germany and have created a popular and well-known global brand over the past few years.

We are in the prime of life, as strong as an ox and ideally setup. In other words, we are extremely fit for the tasks that lie ahead of us.

To ensure nothing about this changes in future, I have passed our company on to bigger and stronger hands and, at the turn of the year, sold it to Adolf Würth GmbH & Co.KG.

In association with this strong, financially powerful, globally operating group of companies, our company is 1,000 times safer than it currently is on our own. The Liqui Moly carrier is in the best hands being escorted by this large and powerful "naval fleet", which is made up of 400 companies with 12.5 billion euros in annual sales and 73,000 employees. No matter what happens and who comes or goes – even after my time!

Nothing at all in our company philosophy and our business strategy changes due to the sale! Our entire way of life and work remains unchanged. Everything remains as it is! After all, it would be strange to change something when you look at the success we have had over the past decades. But being proactive and prudent means making decisions at the right time. And that's what I'm doing now.

Würth is an absolutely predictable and trustworthy company owner for us. And, despite its size, is still a family company just like us. – That fits!

Würth has been a silent partner in our company for almost 20 years, without my strategic and operative decisions as the sole CEO and sole legal owner of all Liqui Moly/Meguin holdings ever being influenced in any way.

Both sides, therefore, know very well with whom they are dealing. I myself will continue to loyally serve the company as before and give my best as the CEO. In this aspect, too, nothing is changing. At the same time, I am appointing my friend and long-standing companion Mr Günter Hiermaier, who began working with me at Liqui Moly 27 years ago, as the second, equal CEO of the Liqui Moly Group. This, too, is a measure to safeguard the company.

What is the most important part of this "corporate game"? That's right: It's all about sales, profits, costs and satisfied customers. And what's the most important thing? That's secure jobs for all of you, stability, sustainability and durability for years and decades to come!

And the most dangerous part of this "game" are dependencies. Dependencies on banks, major customers, which mercilessly make full use of their buying power, all-powerful suppliers but also individuals – of course, this also applies to me.

By affiliating Liqui Moly/Meguin with the Würth group of companies, we are securing the successful continuation of my and our entire life's work with thousands of jobs in Ulm, Saarlouis, at our subsidiaries in various countries and for our customers all over the world!!!

I am looking forward to this new arrangement with Würth as our parent company! Because now we can do even more! We will expand our global businesses even more intensively and sustainably. And we will do so, I am happy to repeat, with the greatest possible security for our own jobs and for the jobs that are dependent upon us in Ulm and Saarlouis at our business partners worldwide.

As ever, with the warmest, most thankful and joyous regards,



Yours,



Ernst Prost