

Media information

November 8, 2011

Peter Felsbach is the new press spokesman for voestalpine AG

In November, Peter Felsbach (34) took over the role of Group press spokesman for voestalpine AG. He is now the Group's central contact for national and international media for communications related to the voestalpine Group.

Mr. Felsbach has worked in company and financial communications, with a focus on public relations, for the past 12 years. In his most recent position as unit leader and senior consultant at a Vienna-based PR agency, the Klagenfurt native was in charge of the strategic communications of various companies, institutions and public authorities. Before that, he spent several years as head of company communications in eight countries for the business law firm, CHSH. From 2004 to 2006, he shared responsibility for corporate communications and investor relations at the Superfund Investment Group. This enthusiastic communicator started his career as a PR consultant for major events.

Mr. Felsbach also lectures at the Danube University Krems, the University of Vienna and the St. Pölten University of Applied Sciences and has done so for many years. The communications expert attended the Frankfurt Business School and graduated as a Certified Investor Relations Officer. He studied Communication Science and Sport Science and completed his post graduate studies in Public Relations at the University of Vienna.

The voestalpine Group

voestalpine is a globally active group with a number of specialized and flexible companies that produce, process, and further develop high-quality steel products. The Group is represented by 360 production and sales companies in more than 60 countries on all five continents.

With its highest quality flat steel products, voestalpine is one of the leading European partners of the automotive, white goods, and energy industries. The voestalpine Group is also the world market leader in turnout technology, tool steel, and special sections, as well as number one in Europe in the manufacture of rails. In the 2010/2011 business year, with a generated revenue of 11 billion euro and 45,000 employees worldwide, the Group achieved an EBIT of just under 1 billion euro.

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