

Vladimír Rada Appointed CEO of Sellier & Bellot

Prague (August 1, 2025) – Sellier & Bellot, a leading global player in the small-caliber ammunition industry, announces a change in company leadership. Effective August 1, 2025, Vladimír Rada, the current Chief Financial Officer, has been appointed Chief Executive Officer. Mr. Rada has led Sellier & Bellot as interim CEO and Chairman of the Board of Directors since January 1, 2025, following the transition of former CEO Radek Musil to the position of CEO of the parent company, Colt CZ Group. Jan Jícha has been appointed as the new Chief Financial Officer of Sellier & Bellot.

"Vladimír Rada has extensive managerial experience and during his time at Sellier & Bellot, first as CFO and then as interim CEO, he has demonstrated strong leadership skills and a highly professional approach. I am confident that under his leadership, Sellier & Bellot will continue to grow as one of the main pillars of our Group," said **Radek Musil, CEO of Colt CZ Group**.

"Sellier & Bellot is a brand with 200 years of history and a strong position in global markets. I am honored to take over the leadership of the company and contribute to further development of our products, production capacities, and business opportunities. I look forward to continuing the collaboration with all our employees, whose professionalism I deeply value," said **Vladimír Rada, CEO of Sellier & Bellot**.

Vladimír Rada has more than twenty years of experience in senior management and finance in international industrial companies. He joined Sellier & Bellot in 2023 as Chief Financial Officer and has held the position of interim CEO since January 2025. Previously, he worked for Lindab, Mitas Tyres, and ArcelorMittal, where he held top positions in financial management, controlling, and strategy. He is a graduate of the MBA program at ESMA Barcelona Business School.

About Sellier & Bellot

Sellier & Bellot, established in 1825, is a traditional manufacturer of small-caliber ammunition, supplying military and law enforcement as well as commercial customers worldwide. It is one of the oldest engineering companies in the Czech Republic and a leading player in the global ammunition and defense industry. Its product portfolio includes a wide range of ammunition for police and armed forces, hunting, and sport shooting. The company employs approximately 1,600 people and operates a production facility in Vlašim, Czech Republic. Since May 2024, Sellier & Bellot has been part of Colt CZ Group.

About Colt CZ Group SE

Colt CZ Group (Colt CZ) is one of the leading producers of firearms and ammunition for military and law enforcement, personal defense, hunting, sport shooting, and other commercial use. It markets and sells its products mainly under the Colt, CZ (Česká zbrojovka), Colt Canada, Dan Wesson, Sellier & Bellot, Spuhr, swissAA and 4M Tactical brands.



Colt CZ Group is headquartered in the Czech Republic and employs more than 3,300 people in its production facilities in the Czech Republic, the United States, Canada, Sweden, Switzerland, and Hungary. The Group has been listed on the Prague Stock Exchange since 2020 and its majority shareholder is Česká zbrojovka Partners SE holding.

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