

New Southern Europe Structure

With the aim of addressing during this time of uncertainty, especially during COVID-19 period, with more strength and visibility, the particularly important challenges of the year 2020 and even more for the years to come, I am here to inform you of several decisions regarding Southern Europe and Colart France structure.

First, I would like to welcome the appointment of **Patricia Le Mauff** to the Extended Leadership Team – LL3.

Patricia, Financial Director for Southern Europe, also handle the Credit Management for Europe and International, as well as safeguarding the accounting and fiscal information for CCI. In the past years, she has organised and increased the professional quality of this structure, in keeping with the evolution of the business, missions, process and performances.

She will report to Jonathan Spight, CFO, as it has been announced. She will be soon communicating on the reinforcing of her team with the details. We will, of course, continue our strong and qualitative collaboration to manage Southern Europe business.

The setup of the Northern Europe structure, in fact, led to the integration of Belgium into Southern Europe. The Belgian market, beyond linguistic proximity, also has several French retail organisations such as Carrefour, Cora or Bureau Vallée and buying groups as Dalbe or Grif, or the arrival of Cultura. We will, therefore, evolve in a much stronger commercial and marketing coherence with France.

The two sales representatives in, **Jean Bernard Devos and Paul Strobbe**, are therefore now under the commercial responsibility of France and will be supervised by Guenael Cicé and myself. The full integration of this territory and these people will be implemented by the end of the year. By then, they will be associated in our commercial and marketing plans, while taking care to keep local specificities.

Regarding the French marketing structure, I am pleased to announce **Nolwenn Nguyen** as France Marketing Manager for France and (now) Belgium. She will, alongside me, be responsible for driving the development and execution of marketing plans to support profitable growth in our activity for these markets. She will be working very closely with the Brand Directors and Local Channel Directors.

She will manage the team that it's already in place, structured on trade marketing, digital, and consumer engagement poles. She will remain personally very involved in the Cultura account, the main client on the French market. Her goal will be to strength digital activation among our leading e-tailers and at the artists level through our website and social networks, this will facilitate marketing synergies within Southern Europe. Nolwenn will shortly clarify everyone's missions in the structure.

Dorothee Pezin-Nixon, Senior Brand Manager for Lefranc Bourgeois brand, will now manage LB fine arts and LB Enfant, and will be supported by Camille Defossez, who under the responsibility of Nolwenn, will share her time between LB mass trade marketing and LB brand. Nolwenn and Dorothee report to me.

Regarding the commercial structure, I would like to remind you of the two market directions, set up under the responsibility of **Nicolas Dupuis** for mass markets and **Guenael Cicé** for Fine Arts markets. They aim to develop network strategies in coordination with trade marketing, allowing us to

develop our brands according to our action plans dedicated to the specifics of each type of “shopper”. The e-commerce dimension of our distribution will have to be reinforced.

Our Sales team, managed by **Antoine Bertinotti**, will be reorganised on seven territories from early June. We will meanwhile welcome Isabelle Le Hors as Sales Representative, replacing Didier Martin who is retiring. Isabelle has strong experience in Stationery and Graphic Arts with Mitsubishi Posca.

The Southern Europe management team will, therefore, be organised alongside me, **with Nicolas Dupuis, Guenael Cicé, Nolwenn Nguyen** for France and Belgium, **Massimiliano Gallo** for Italy and **Vicente Chicote** for Spain in strong together with **Patricia Le Mauff** for Finances and **Carole Briquet** for HR and in coordination with **Delphine Vaucois** for SOP. Through monthly calls and quarterly meetings, we will address business performances, Group guidelines, commercial and marketing strategies for our brands.

All our focus are now turned to the success of this reorganisation, to develop new synergies, and to accelerate our digital transformation to reach the expected regional performances.

Regards,



Thierry Collot
Commercial Director Southern Europe