

Commercial Team Updates by Gail Pasquier

Despite external factors that we are all familiar with, 2021 turned out to be a strong year for Colart. Whilst having confidence in our performance we continue to challenge and shape the business to ensure we are a sustainable home of leading creative brands. I am therefore pleased to update you on a number of changes aligned to our mission:

1. China and International Synergies:

The development of the China domestic market continues to be a growth ambition for Colart and to enable not only this growth but also synergies for wider business development in Southeast Asia, Jake Kersey will become General Manager International and China with immediate effect.

The expansion of Jake's role will give greater time and focus to support our plans and ambitions in China. Jim Yang, Commercial Director China will continue to lead the team based in Shanghai and he will report directly to Jake.

This is an exciting progression for Jake and with this change, we look forward to seeing the impact of closer links across the wider international business to share learnings specifically in the rapidly evolving Asian eCom and social commerce space.

2. Making Colart a stronger brand driven company:

Strengthening our Brands is a strategic priority for 2022 and to ensure this focus we are taking the following actions:

- *Changes to the reporting lines of our Brand Directors:* with immediate effect, both Frederique Rousseau, Global Brand Director Lefranc Bourgeois and the new Brand Director, Snazaroo (to be recruited) will report directly to Gail Pasquier, CCO. Sarah Clark, in her capacity as Global Brand Director Liquitex, will also report directly to Gail. She will continue her dual role as Marketing Director North America reporting to Steve Chamberlain. Isabelle Ottiger, Global Brand Director Winsor & Newton will continue to report to Gail.
- *Enhancing our Insights:* building our capability in consumer insights is a critical element of becoming a truly consumer and brand centric business. We are therefore pleased to announce that Melissa Nassimiha will be joining this month as Insights Manager. Reporting to Jatin Kuckreja, this role will support on several consumer research projects allowing Jatin more time to partner with the Brand Directors in developing their strategic Brand plans.
- *Business Performance through a Brand lens:* the monthly and quarterly business reviews with the Commercial Business Units will focus on our Brands as the main lens to measure and review performance. In addition, we will hold quarterly reviews with each Brand to review progress on the achievement of our Brand strategies and plans, as well as progress on the key Brand health metrics.

3. UK Marketing:

Following the departure of Gaëlle Carbonneil, and the creation of a dedicated Snazaroo Global Brand Director role reporting to Gail, we are in the process of recruiting a UK Head of Marketing. This role will continue to report directly to Anthony Taylor, with a focus on supporting the development of the UK market.

You will find a visual summary to help you understand the changes explained above. Please join me in wishing everyone mentioned above success in driving the growth of our brands and markets.

Gail Pasquier,
Chief Commercial Officer

