

Cooptation of Mr Alexandre Fretti & Mr Cédric Dugardin as independant Director of the company



Adress : 204, rond-point du Pont-de-Sèvres 92100 Boulogne -Billancourt France
Born : 21/10/1980
Number of shares : 0 ¹
Offices held over the past 5 years :
- EPISTO (Board member) - Mayday (Board member)

Alexandre Fretti is a graduate of Telecom Bretagne (2003) and Stanford University Graduate School of Business (Executive MBA promotion 2017). Alexandre Fretti started his career as a strategy consultant for both Deloitte and McKinsey & Company. In 2006, he joined Webhelp where he became, 10 years later, Managing Director. He helped build up one of the most promising French unicorns by increasing its turnover from 30 M€ when he first arrived to 1.5 B€ when he left. In 2017, Alexandre Fretti was awarded the Next Leader Award and entered the Choiseul ranking. In 2020 he joined Malt as Managing Director and then Co-CEO since 2022 to transform the company into a European leader.



Adress : 204, rond-point du Pont-de-Sèvres 92100 Boulogne -Billancourt France
Born : 12/11/1966
Number of shares : 0 ¹
Offices held over the past 5 years :
- IKKS Group (Board member)

Cédric Dugardin is a graduate of Sciences Po Paris, the Sorbonne University, and the London School of Economics. After starting his career at PwC and Seita-Altadis, he has, among other achievements, successfully led the turnaround of Quick, a major fast-food chain, the restructuring of Conforama, a leading furniture retailer and more recently, the winding up of Presstalis Group, France’s number one press distribution business. The group’s assets were taken over by its successor, France Messagerie, led by Cédric Dugardin until February 2021. He is also an administrator of IKKS Group. An expert in the turnaround of businesses, crisis management, restructuring and transformation, Cédric Dugardin intervenes in a wide range of sectors and industries, with significant experience in complex and high stakes environments.

¹The shares will vest in the event that the General Shareholders’ Meeting ratifies Alexandre Fretti and Cédric Dugardin’s cooptation as Directors

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Press contacts

Charlotte Millet
+33 (0)1 46 23 30 00
charlotte.millet@solocal.com

Edwige Druon
+33 (0)1 46 23 37 56
edruon@solocal.com

Investors contacts

Jérôme Friboulet
+33(0)1 46 23 30 61
jfrboulet@solocal.com

Xavier Le Tulzo
+33 (0)1 46 23 39 76
xletulzo@solocal.com

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