

Paris – July 10, 2018

## Creation of a new worldwide Business Development and Strategy Department

- Former Group Strategy Director, **Audrey Petit**, is promoted to **Chief Strategy & Integration Officer for Chargeurs Fashion Technologies**
- **Matthieu Balescut** is appointed **Executive Vice President in charge of the new worldwide Business Development & Strategy Department**

*“By pooling its marketing, strategy and Business Development capabilities, Chargeurs now has the arsenal it needs to consolidate its long-term growth, develop new innovation that will continue to set it apart from its competitors, and to increase its sustainable performance. Headed up by Matthieu Balescut, an experienced and talented profile with recognized expertise in the industries of the future, this new department will underpin the Group’s strategy to accelerate its expansion in high value-added niche markets. The new department is confirmation of the Group’s capacity to operate as a Game Changer that will achieve and exceed its revenue target of €1 billion by 2022,”* said **Michaël Fribourg, Chairman and Chief Executive Officer**.

With the announcement of the acquisition of Leach in the United Kingdom by Chargeurs Technical Substrates in May and of PCC Interlining in the United States and Asia by Chargeurs Fashion Technologies on June 28, the Chargeurs Group is accelerating its strategic transformation, moving up a gear to create new world champions in high value-added niche markets.

### **Audrey Petit, driving the integration of PCC at Chargeurs Fashion Technologies alongside Angela Chan**

**Audrey Petit**, former Group Strategy Director & Head of Chargeurs Business Solutions, has been promoted to **Chief Strategy and Integration Officer** at Chargeurs Fashion Technologies. She will be in charge of the strategic integration of PCC within Chargeurs Fashion Technologies which will allow the division to offer new solutions and services to its portfolio of international customers. Based in Hong Kong, she will report to Angela Chan, Worldwide Managing Director for Chargeurs Fashion Technologies and based in New York.

### **Matthieu Balescut, heading up the new Business Development & Strategy Department**

**Matthieu Balescut** has joined the Group’s Executive Committee as **Executive Vice President, Business Development & Strategy**.

Reporting directly to Michaël Fribourg, he will lead the Group’s worldwide marketing strategy, strategic opportunities for Business Development, key partnerships and external communications.

He will also be responsible for integrating digital transformation and innovation in the strategic overhaul of the Group’s different business divisions.

## Biographies



### **Audrey Petit, Chief Strategy and Integration Officer for Chargeurs Fashion Technologies**

Aged 33, and a graduate of the EM Strasbourg business school, Audrey Petit began her career with the audit and corporate advisory firm, Advolis, where she took part, as Senior Manager, in legal, audit and evaluation assignments for the manufacturing, cinema production and book industries.

She joined Chargeurs in 2014 as Project Manager for the Group's Executive management before being promoted to Project Manager for the Chairman's Office in 2015. Named Chief of Staff to the Chairman and CEO in 2016, she is the Group's former Strategy Director.



### **Matthieu Balescut, Executive Vice President, Business Development and Strategy**

Aged 42, Matthieu Balescut holds two Masters Degrees from the Sorbonne University and is a graduate of the Sciences Po University in Paris.

After beginning his career in the banking sector, in 2004 he was appointed Assistant to Serge Dassault, Chairman of the Dassault Group and Senator of the Finance Commission, before becoming Executive Assistant for the Group and then Advisor to the Chairman.

A high-tech enthusiast, he joined Akka Technologies in 2014 where he was named Secretary General one year later.

Today, he is in charge of Chargeurs' Business Development and Strategy.

## Financial Calendar

Thursday, September 6, 2018 (before trading)

Wednesday, November 14, 2018 (after trading)

[First-half 2018 results](#)

[Third-quarter 2018 financial information](#)



## ABOUT CHARGEURS

Chargeurs is an innovation leader and global manufacturing and services group with leading positions in the markets for temporary surface protection, technical materials for the fashion and luxury industries, technical textiles and visual communications and premium combed wool.

It has 1,600 employees based in 34 countries on five continents, who serve a diversified customer base spanning more than 80 countries.

In 2017, revenue totaled €533 million, of which more than 90% was generated outside France.

### CONTACT

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