

PRESS RELEASE

Groupe Rocher unveils its new Executive Committee.

September 1, 2023



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Issy les Moulineaux, September 1, 2023 – Following the announcement on June 2023 that Groupe Rocher would be operating under a separate governance structure from July 1, 2023, the group presents today its new operational organization, which will be in place from September 1, 2023.

The key challenges to tackle, and the role of the Executive Committee

Focused on the operational management of business and the deployment of short and medium-term strategy, the Executive Management will seek to steer, decide, and act in line with the priorities set by the Presidency.

These priorities for the next three years are as follows:

1. Improving the group's profitability,
2. Meeting its financial commitments,
3. Preparing for the future, particularly through addressing the environmental and social issues that are at the heart of the group's mission.

Composition of the Executive Committee

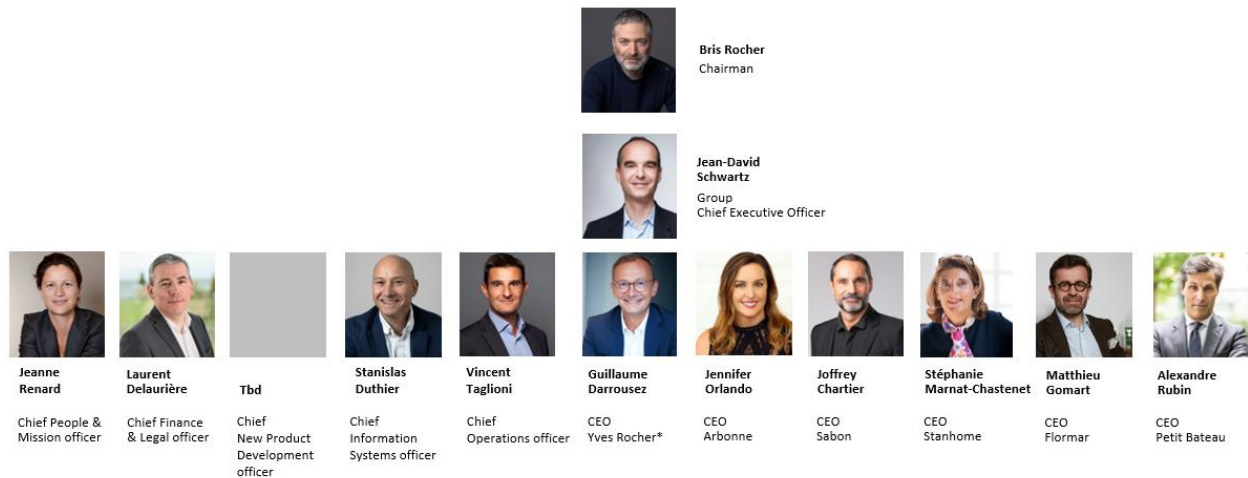
Headed by Jean-David Schwartz, the group's Chief Executive Officer, the new Executive Committee is made up of:

- *Two major corporate functions*
 - o Group People and Mission, headed by Jeanne Renard,
 - o The Finance and Legal Department, headed by Laurent Delaurière.
- *The Operational Departments*
 - o Group Information Systems Department, headed by Stanislas Duthier,
 - o Group New Product Development, with a forthcoming appointment,
 - o Group Operations, headed by Vincent Taglioni.
- *Brands General Management*
 - o For the Yves Rocher and Petit Bateau brands, two new appointments effective September 1: Alexandre Rubin as Chief Executive Officer of Petit Bateau, and Guillaume Darrousez as Chief Executive Officer of Yves Rocher, also in charge of the Dr. Pierre Ricaud brand and Global Strategic Insights.

The members of the Executive Committee

Click [here](#) to read our press release for the biographies of each member of the group's new Executive Committee.

The new Executive Committee team



GRUPE ROCHER

* in charge of Dr Pierre Ricaud and Global Strategic insights

A more horizontal, agile, and operational Executive Committee

This new organization of the Executive Committee will enable the group to make decisions and act in a coordinated, agile and effective way, for the greater benefit of the group's customers and employees. The addition of the Brand General Managers to the Executive Committee illustrates the group's desire to be ever more in touch with the realities on the ground, to better understand its customers and their expectations.

Customers and the product offering are at the heart of the ExCom's priorities. The Group has thus decided to integrate a new department dedicated to the development of new products within the ExCom, whose mission will be to strengthen the brands' leadership in terms of natural and responsible innovation.

Jean-David Schwartz explains: *"Bris Rocher has entrusted me with the task of passing on a sustainable company to future generations. My priority is therefore to develop business models that meet the major social and environmental challenges. In the short term, this will mean more profitable, desirable, and committed brands to all our stakeholders. I wish every member of this new Executive Committee success. Together, we will succeed in driving the Group's transformation."*

About Groupe Rocher:

Groupe Rocher is a family business from Brittany, founded in 1959 by Mr. Yves Rocher. Convinced, thanks to Mr. Yves Rocher's personal experience, that nature has a positive impact on people's wellbeing and therefore on their desire to act for the planet, the Groupe Rocher was the first international group to adopt the mission-driven company status, under French law, which purpose is to "reconnect people to nature".

It includes 9 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, ID Parfums, Sabon and Flormar), more than 16.000 employees, 50 million customers and reached a sales turnover of €2,4 billions in the beauty, nutrition, apparel and homecare sectors. Its international expansion has accelerated over the last few years, and the group is now present in more than 100 countries.

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