

Geneva, October 22nd 2020

Maus Frères SA announces the appointment of Thierry Guibert as Group CEO

After 28 years at the head of the family group, Didier Maus, in agreement with the Board of Directors, has decided to organize his succession by entrusting Thierry Guibert with the position of CEO of Maus Frères SA starting on January 18, 2021. Didier Maus will continue to serve in his non-executive role as Chairman of the Board of Directors; Thierry Guibert, for his part, will continue to serve as CEO of Lacoste.

During this period, the Group underwent a profound transformation, concentrating its business in Switzerland on two major brands, Manor and Jumbo, and positioning it as a leading international group in the premium brands segment thanks to the acquisitions since 1998 of Devanlay, Lacoste, Aigle, Gant, Tecnifibre and The Kooples.

At the end of 2019, this international division, managed by Thierry Guibert since 2015, had achieved a volume of business of 3.4 billion Swiss francs (3.21 billion Euros) and now accounts for the great majority of the Group's sales and profits. The growth of these brands has exceeded 40% over the last five years, enabling Maus Frères SA to self-finance its development, while simultaneously strengthening its financial structure year after year.

In Didier Maus's words, *"One of Maus Frères SA's strengths has always been knowing how to organise generational transitions in order to guarantee its durability and its values. That is why, after working with Thierry Guibert over these past six years, I decided to entrust him with the Group's executive management. I am convinced that his experience and his achievements will be major assets enabling Maus Frères SA to continue to develop and consolidate its leading position."*

Thierry Guibert began his career at KPMG before quickly joining the Kering group, where he was one of the key players in its repositioning in the luxury goods market. He subsequently became the International Managing Director of the FNAC Group in 2008, followed by a position as CEO of the Conforama Group in which he deployed a profitable growth strategy both in France and internationally. At the beginning of 2015, he joined Maus Frères SA to manage its international division positioned on the premium brands Lacoste, Gant, Aigle and Tecnifibre, followed by The Kooples in 2019.

About Maus Frères SA

Maus Frères SA is a private Swiss distribution and brand management group created over a century ago and present on four continents. In Switzerland, the group owns the Manor and Jumbo brands, leader and co-leader in their respective markets. Internationally, Maus Frères SA develops and manages a leading portfolio of premium global brands, including Lacoste, Gant, Aigle, Tecnifibre and The Kooples.