

Press release

## Cromology further strengthens its management team to support its development strategy

Clichy, on 31 August 2016 - Cromology has made the following appointments:

**Rui Caldas has been promoted to International Operations Director, as of 1<sup>st</sup> September.**

Rui will be in charge of the Southern Europe region and the Group's emerging markets. He still acts as CEO of Robbialac, a subsidiary of Cromology in Portugal and leading decorative paint brand in this country.

**Christian Charreire has been appointed to the newly created position of Business and Digital Transformation Director, as of 15 September.**

Christian will primarily be in charge of managing cross-cutting transformation programmes to support current and future changes in the Cromology markets, guiding the processes for integrating acquisitions and implementing the Group's digital strategy.

*"Cromology is actively involved in the implementation of its growth strategy both internally, with 20 directly-operated stores opened since early 2015, and externally, with two acquisitions in France and in Switzerland over the last few months. Rui Caldas's promotion and Christian Charreire's arrival help to strengthen Cromology's management team in order to reach our development objectives,"* says Gilles Nauche, CEO of Cromology.

### Biographies



**Rui Caldas**, 47, joined Cromology in 2006 as Commercial Manager (2006-2009) of Robbialac, leading decorative paint brand in Portugal, and later became Managing Director in 2009.

Before Rui worked for Chryso (4<sup>th</sup> international leader of additives for building materials) for 15 years (1992-2006), particularly as Manager of the Portuguese subsidiary (1996-2000), then as Managing Director responsible for Portugal, Brazil and Spain (2000-2006).

Rui is graduated from ISCTE Business School (Lisbon) and Kent High School (USA).



**Christian Charreire**, 51, has held various positions from Information System management up to General Manager within large companies. He namely was: Information Distribution System Manager at Altadis (1995-2001), Information Systems Manager at Neopost (2001-2005), and Finance Manager of Neopost France (2005-2010). He was also Managing Director of Valipost and ProdMail (2008-2011), the subsidiary and Business Unit respectively of the Neopost group.

In 2012, he became entrepreneur and set up two Digital Transformation Consulting companies (Change2Digital, A3C Développement) over which he has served as chairman up to this day.

In this context, since 2014, Christian Charreire has carried out many missions with Cromology, the latest mission being the interim executive management of Zoplan from October 2015 to last March.

Christian is a graduate of the Nancy École nationale supérieure d'électricité et de mécanique (ENSEM, 1988) and ESCP Europe (2005).

About Cromology - [www.cromology.com](http://www.cromology.com)

A world player in the decorative paint sector, Cromology develops and produces high-end, cutting-edge professional paints and distributes them in more than 50 countries around the world, with a direct presence in 9 of them (Argentina, Belgium, France, Italy, Morocco, Portugal, Spain, Switzerland, and Turkey). The group includes iconic paint brands such as Arcol, Classidur, Colorin, Duco, MaxMeyer, Revetón, Robbialac, Tollens and Zolpan.

Cromology has its own distribution network of 400 integrated stores and also distributes its paints through more than 7,500 independent sales outlets and more than 1,000 DIY superstores.

The group has 3,900 employees, generates a turnover of more than €750 million and runs 10 research laboratories, 13 production facilities and 10 logistics platforms. Its main shareholder is the Wendel group, one of Europe's leading listed investment firms.

#### **Press contacts**

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