

Press release

## Cromology strengthens its management team to accompany its development strategy

Clichy, April 6, 2016 - A world player in the decorative paint sector with iconic brands including Tollens and Zolpan in France, **Cromology announces four important nominations to strengthen and diversify its management team and embody its strategic ambitions.**

These ambitions are based on:

- continuing market share gains, namely as a result of its policy of renewing and expanding its integrated distribution network.
- its successful research and development policy, with almost 25% of sales generated by innovations which have been introduced to the market within the last three years, such as depolluting paint, the partnership with Pantone® and exterior paint made with glass microspheres technology.
- the completion of acquisitions in order to strengthen its positions in the countries where it already has a presence, establish itself in countries where it is not yet active and complement its offer with specialty products.
- The development of its international business.

*"The arrival by my side of two hardened professionals, Rémi Tourmente and Jean-Damien Ponte, the promotion of Jérôme Maton, along with the experience of Jean-François Badet, confirm the ambitions we have for Cromology. Together, with this strengthened Cromology management team and our 4,000 employees daily engaged with our customers, I am convinced that we can meet the challenges in our sector, which are also excellent opportunities for growth."* Gilles Nauche, Chief Executive Officer.

Therefore, Cromology recently appointed:

**Jérôme Maton**, who has been promoted to the position of **CEO of Tollens**, succeeding Jean-François Badet. Jérôme had been the Director of Couleurs de Tollens, French integrated distribution network, since the end of 2014.

**Jean-François Badet**, has been appointed as the Director of the Network Expansion Programme in France, where he will develop the number of integrated sales outlets through new openings and acquisitions.

**Rémi Tourmente** is the new **CEO of Zolpan**.

**Jean-Damien Ponte**, **CEO DIY, France & International Development**. The new "DIY France and International Development" BU was set up at the beginning of 2016 to accompany Cromology's ambitions in the DIY superstores sector.

## Biographies

**Jérôme Maton**, 48, joined Cromology in October 2014 as the Director of the Couleurs de Tollens integrated distribution network, with more than 170 sales outlets in France.



For four years, this specialist in the management of networked enterprises headed the 650-branch network of Thomas Cook travel agencies, and, for three years, the 70-branch network operated by the temping specialist Expectra. He also gained international experience with Club Méditerranée, where he was in charge of sales and marketing in Europe between 2001 and 2003, before becoming the President of the Japanese subsidiary.

After graduating from ESCP, he started his career in 1990 at BNP Paribas as a M&A analyst, before becoming Director of Research at Bain&Co between 1995 and 1999.

**Jean-François Badet**, 63, joined Cromology in 2013 as the Managing Director of Tollens.



Throughout his career, Jean-François has occupied various positions in the French senior management of manufacturing groups. He was the Chairman and CEO of Newell-Rubbermaid France from 1998 to 2001, of Satas from 2001 to 2008 and of Neopost France from 2008 to 2012. Before that, from 1985 to 1998, Jean-François worked for marketing and services management at AT&T-NCR France, before being appointed Chairman and CEO of NCR from 1995 to 1998.

After graduating from IFG and Insead, Jean-François started his career with Unisys, formerly the Burroughs Group.

**Rémi Tourmente**, 40, joined Cromology to lead Zolpan (139 integrated stores in France). Rémi spent 12 years in the PSA Peugeot-Citroën Group, where, in particular, he was tasked with managing the deployment of a new sales outlet management software program, then the management of several sales networks (dealerships, regional management). From 2010 to 2012, he was the Sales Director of new Peugeot vehicles in France.



In 2012, he joined CGED, part of the Sonepar group, which distributes electric equipment for professionals, where he managed the Rhône-Alpes region.

Rémi is a graduate of HEC.

**Jean-Damien Ponte**, 47, has spent over 20 years working in sales and marketing in the food and DIY superstore circuits in France and abroad.



Jean-Damien spent more than 10 years at Bostik SA (the world's 3rd largest adhesives vendor, part of the Arkema group) working on missions to develop the DIY channel, ranging from the management of key accounts, to the management of the DIY Business Unit and European Marketing for Building and Consumers.

He started his career in 1993 at Brossard SA, before joining Nestlé in 1996, where he occupied various positions in sales in the Chocolate and the Culinary divisions, including negotiations with major accounts expertise. Jean-Damien graduated from ESC Pau.

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, Colorín, Duco, MaxMeyer, Revetón, Robbialac, Tollens and Zolpan.

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

The group has 3,900 employees, generates a turnover of more than €750 million and runs 10 research laboratories, 13 production facilities and 9 logistics platforms. Its main shareholder is Wendel, one of Europe's leading listed investment firms.

#### Press contacts

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