

## **New organisation of Top Management**

Paris, 30 May 2013 – At today's information meeting and presentation of the operating strategy WIN 2016, Group CEO Françoise Gri, announced her organisation and the arrival of new talents.

This organisation aims to accompany the implementation of WIN 2016, with the vision of **being the European leader in the development and operating of tourism residences and holiday villages** and enhancing operating efficacy.

Reporting directly to Françoise Gri from now on:

- **Pierre Vigna, 48 years of age, nominated Deputy CEO Tourism Sales for the Pierre & Vacances-Center Parcs Group)**

An HEC graduate, Pierre Vigna began his career at Zenith Data Systems as a Key Account Sales person and then joined Dell where he occupied various positions of responsibility in marketing and sales for France and then EMEA (Europe, Middle East and Africa). In 2006, he became Vice-President Marketing & Sales EMEA at Regus and in 2011, joined Appartcity as the group's Chairman.

Pierre Vigna's main mission is to develop sales for all of the Group's brands in France and outside France via the various sales channels.

- **Mark Haak Wegmann**, previously General Manager and COO for almost 10 years and then Director of Development at Center Parcs Europe for more than 15 years, has taken over as **CEO of Center Parcs Europe**, following the departure of James Mennekens.
  
- **Charles Antoine Pinel, CEO Pierre & Vacances Tourisme.**

In order to accompany and implement the transformations necessary under the WIN 2016 framework, new divisions have been created.

**Paul Collinson, 48 years of age, has been nominated Director of Operating Innovation and IT Systems for the Pierre & Vacances-Center Parcs Group.**

Paul Collinson began his career at Unilever as IT Project Manager before becoming Director of European IT Systems. In 1997, he was nominated Director of IT Systems at Impress Group before joining NetFective Technology in 2000.

Since 2002, Paul Collinson has been Director of Information Systems for the Mousquetaires, STIME Group.

Paul Collinson is to join the Pierre & Vacances-Center Parcs Group on 1 August 2013 in order to implement the transformation of Group procedures, develop digital usages supporting our business and increase the efficiency of the Group's IT systems.

**Rodolphe Roux, 42 years of age, has been nominated Director of Group Strategic Marketing.**

Rodolphe Roux, a graduate from the *Ecole Supérieure Libre des Sciences Commerciales Appliquées* (ESLCA), began his career by creating the agency Regenere SA in 1997. In 2003, Regenere joined Aegis Media, and Rodolphe became member of the management committee for the Marketing Services division at CARAT, responsible for sales and development.

In 2006, he joined Six And Co (web agency 2.0 of Fullsix Group) as CEO and then created L'Installateur, a company specialised in digital structure coaching and joined forces with the Protéines agency to create Protéines Digital, which developed its business with clients such as McDonald's and Nissan.

Since 2011, Rodolphe Roux has been responsible for brand development and coordination at SEB Group for the entire digital realm, as well as defining the group's e-commerce strategy.

Rodolphe Roux is to join the Pierre & Vacances-Center Parcs Group on 3 June. His objective is to implement the transformation of marketing services in association with the brand marketing departments. He will also have the specific mission of defining and deploying the Group's digital client relations strategy.

Photos on request

About the Pierre & Vacances-Center Parcs Group

Created in 1967, the Pierre & Vacances-Center Parcs Group is the European leader in local tourism. Today, the Group manages five tourism brands: Pierre & Vacances and its premium and villages clubs labels, Maeva, Center Parcs, Sunparks and Aparthotels Adagio. Its tourism

network includes almost 50,000 apartments and homes in Europe. In 2011/2012, the Group had turnover of €1.419 billion and welcomed around 7.5 million clients.

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