

Paris, 21 October 2014

Press release
Governance of Pierre & Vacances-Center Parcs Group

The Win2016 programme and the Group's digital transformation, initiated under the impetus of Françoise Gri, being now in the operational materialisation phase, the Board of Directors of Pierre et Vacances SA has decided to unite the positions of Chairman and CEO.

As a result, Françoise Gri is leaving her functions as CEO. The Pierre & Vacances-Center Parcs Group thanks her for her actions.

In order to pursue this momentum and especially growth in tourism activities, Gérard Brémond is nominating Martine Balouka-Vallette to the position of CEO Tourism Pierre & Vacances and Center Parcs, which is also to include the Adagio brand.

Martine Balouka-Vallette joined the Group in 2002 and for seven years successfully ensured CEO positions in the Pierre & Vacances and Maeva tourism division, before initiating the Group's activities in Morocco. Since 2012, she has headed Adagio, which under her impetus, has expanded extensively, especially in international terms, and significantly increased its performances.

Martine Balouka-Vallette is to join the Group General Management Committee and is to be co-opted in the Pierre et Vacances SA Board of Directors.

Gérard Brémond is to be backed by the Group General Management Committee, which in addition to Martine Balouka-Vallette, includes the Group's two Deputy CEOs, Patricia Damerval and Thierry Hellin, who are also board members for Pierre et Vacances SA.

Martine Balouka-Vallette's experience in tourism, combined with Patricia Damerval and Thierry Hellin's in-depth knowledge of the Group, especially in terms of finance and development, as well as the mobilisation of all of the Group's teams are set to ensure the success of the strategy undertaken.

For further information:

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