

## Implementation of a new strategy centered on « iconic » brands and marketing

- A strategy focused on global, high-value added **B2B** brands is under development
- Existing Brands in each business line of the Group are being consolidated and amalgamated
- New « **Iconic Ignition** » market environment with a strong impact on customers is promoted as a cornerstone of the *Game Changer* program.

"Thanks to this novel strategy centered on iconic brands, Chargeurs is in the process of consolidating its **high-end market position** and **expanding** into **high value-added** markets. As the world leader in each of its business lines, Chargeurs aims to strengthen the **preferred status** of its products and services with its loyal, global and increasingly diversified customers. **Increasingly iconic**, our products and services will be in a position to increase their market share, consolidate their value with customers, and serve in the medium and long term to increase our profitability." said Michaël Fribourg, **Chargeurs' Chairman and Chief Executive Officer**.

### GLOBAL BRANDS THAT ARE ALREADY LEADERS IN THEIR MARKET SEGMENTS

As the world leader in all its businesses, **Chargeurs has strong B2B brands in each of its market segment which are recognized by a global and diversified customer base.**

Each of the Group's brands - such as Novacel, Boston Tapes, Lainière de Picardie, PCC, DHJ, Bertero, Senfa, Leach, Chargeurs Wool., etc. - enjoys a strong reputation for innovation, quality, reliability, service and commitment. Added to this reputation is a culture of technical sophistication disseminated by all employees throughout the Group, which **makes all its products and services absolute standards of excellence and must-haves** along customers' value chains.

### A NEW STRATEGY CENTERED ON ICONIC, HIGH-ADDED VALUE BRANDS

As part of the **Game Changer Program**, Chargeurs has decided to consolidate its **brand portfolio** by business line, and to offer products and services as diversified as today's, with a view to:

- Strengthening and streamlining its marketing offering to customers;
- Beefing up relationships with each customer and the "brand world" of each business line, in order to provide a continuously enriched outstanding experience;
- Increasing combined sales of products from several business lines - cross-selling;
- Intensifying the digital environment of each brand;
- Emphasizing the exceptional nature of the Group's products and services

This **augmented marketing strategy**, which began to be implemented for each business line and is due to be ramped up in 2019, will enable each business **to firm up its preferred relationships with customers, improve its product mix and consolidate its profitability profile over the medium and long term.**



### ABOUT CHARGEURS

Chargeurs is a global manufacturing and services group with leading positions in four segments: temporary surface protection, garment interlinings, technical substrates and combed wool.

It has some 2,000 employees based in 45 countries on five continents, who serve a diversified customer base spanning more than 90 countries.

In 2017, revenue totaled €533 million, of which more than 90% was generated outside France.

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