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## **Reinforcement of ModeLabs manufacture's teams: two recruitments at Marketing Product and Industry Directions**

In parallel to the development of its manufacturing activity, ModeLabs Group has reinforced its organisation and enhanced its management teams by recruiting two new key executives with experience in product marketing and industrial processes:

- **Hannah Madsen** has been appointed **Product Director** of ModeLabs manufacture.

Hannah Madsen, who holds a degree in information technology and product development from the University of Copenhagen, was until now responsible for Vertu LTD (Nokia Group)'s brand marketing plan, product development, partnerships and distributor relationships. With ModeLabs manufacture, she will henceforth be responsible for the marketing development of the Group's products conceived and manufactured on demand on behalf of international luxury and lifestyle brands.



- **Patrick Boulet** has been appointed **Industrial Director** of ModeLabs manufacture.

Patrick Boulet, who trained as an engineer at ENSAM and holds a degree in management from ESSEC, was previously responsible for **industrial processes** with Uniross Batteries and for purchasing and sub-contracting strategy with **Alcatel Mobiles in France and in China**.

Patrick Boulet has more than fifteen years' experience in the field of R&D and the development and industrial optimisation of high technology products. With ModeLabs manufacture, he will be responsible for developing manufacturing processes and for supervising production and after-sales service for mobiles on demand.



*"The recruitments of those expertises will help us in optimizing our capacity to develop new products with the final objective of increasing our time-to-market and boosting the range diversification", commented Serge Simon, General Manager of ModeLabs manufacture.*

About ModeLabs Group:

ModeLabs Group, creator of tailor-made handsets and telecom distributor, is a new generation player in the mobile phone market. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and brands.

Its activities are organised around two strategic divisions:

ModeLabs distribution, specialist in the distribution of mobile telephones and accessories and the number one in France, is present in each distribution sector: operators, MVNO, mass merchandisers, multi-specialists, telecom specialists, independent retailers and e-business.

ModeLabs manufacture, creator of tailor-made handsets, integrates conception and design expertise and technological know-how to give luxury and lifestyle brands the opportunity to create their own range of mobile phones, accessories and services, and ensures qualitative and selective distribution over three continents in department stores, fashion stores and watch and jewellery stores.

With revenue of €182.2 million in 2008 and 160 employees based in Europe, North America and Asia, ModeLabs Group continues to pursue its international deployment by differentiating and specialising its product offer within a market ripe for segmentation.

**ModeLabs Group is listed on the NYSE Euronext-Paris Eurolist market**

**Isin: FR 0010060665, Mnemo: MDL, Reuters: MDLB.PA, Bloomberg: MDL:FP**

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