

Baptiste CAULONQUE is appointed General Manager of Oxbow

Baptiste Caulonque joined the Lafuma group on May 2 as General Manager of the Oxbow brand.

Aged 39, Baptiste Caulonque is a graduate of the *Institut d'Etudes Politiques de Paris* and *Université Paris X Nanterre*. He began his career at Danone, and then joined PricewaterhouseCoopers. After 6 years as a Senior Consultant and a Manager in Transactions Services, he joined Bristol-Myers Squibb as Associate Director Finance in charge of Sourcing. In 2006, he joined Rip Curl Europe as General Manager Operations in charge of sales, stores and the supply chain.

Backed by this substantial experience in the surfing sector, Baptiste Caulonque has now joined the Lafuma group, where he is Head of the Surfwear division with the objective of strengthening the brand's presence and developing activity, notably retail activity, both in France and abroad.

"We are delighted to welcome Baptiste into the Oxbow teams. In his previous jobs, he has shown his skill and mastery of the surfing sector and its challenges. His expertise and strategic vision will help us to continue developing the Surfwear division, especially as, having surfed since he was a child, this sport represents a real culture and family tradition for him", comments Philippe Joffard, President of the Lafuma group.

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2011/12 first-half results: Monday June 4, 2012 (before market)

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