



INTELLIGENT MARKETING SOLUTIONS

Aix-en-Provence, 1 September 2017 (6 p.m.)

## CHANGES IN HIGHCO'S MANAGEMENT BOARD

The health problems that Didier Chabassieu is currently facing, as announced in the press release on 30 August 2017, have led the Supervisory Board to appoint Cécile Collina-Hue, currently member of the Management Board and Managing Director, to act as Chairman until he returns. Didier Chabassieu will remain member of the Management Board as Managing Director.

The Supervisory Board has also decided to appoint Céline Dargent, currently member of the Executive Committee, as a new member of the Management Board.

At HighCo since 2002, Céline Dargent, as head of marketing of the Group's offering, has worked with the Management Board in defining strategy since 2013. As she has also held senior management positions within the Group's business units, she has a broad, cross-business view of HighCo's businesses and clients.

Richard Caillat, Chairman of the Supervisory Board and formerly Chairman of the Management Board from 2002 to 2013, will provide special advisory support for the new Management Board throughout the period of absence of Didier Chabassieu.

The members of HighCo's Executive Committee, managers of the main business units and experts – Olivier Hublau (HighCo Data), Stéphanie Engling (HighCo MediaCosmos), Bruno Laurent (High Connexion), Raphaël Hodin (HighCo Box), Daniel Bertrand (HighCo Retail), Gerrit Van Reeth (HighCo Shopper Belgium), David Vigneron (HighCo Data Belgium) and Olivier Michel (Special Advisor to the Management Board and former Managing Director), will continue to offer them guidance and support in ensuring the Group's day-to-day operations and in defining strategic and managerial issues.

Richard Caillat, Chairman of the Supervisory Board, stated:

*“Cécile Collina-Hue, Managing Director and member of the Management Board since March 2017, has been working alongside Didier Chabassieu for many years and is our natural choice for Chairman of the Management Board until he returns. She will be assisted in her role by Céline Dargent, who is already deeply involved in the Group's management.*

*The Group's vision is clear. With a strong, dedicated and experienced Executive Committee, we are convinced, along with all the Supervisory Board members, that Cécile Collina-Hue has the best resources to take HighCo forward in its development. Didier Chabassieu will continue to work closely with her. In my role, I will remain involved on a daily basis, at her side, especially in managing business relations with our main clients in France and Belgium.”*

Cécile Collina-Hue, Chairman of the Management Board, stated:

*“In regular contact with Didier Chabassieu, supported by Richard Caillat, Chairman of the Supervisory Board, and with the help of Céline Dargent, I am confident that the Group will have the means to advance through the next steps to meet its objectives. The strategy and our action plan are set out. HighCo's Executive Committee will continue to support the Management Board in managing the Group's day-to-day operations.”*



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### **About HighCo**

*Since its creation, HighCo has placed innovation at the heart of its values, offering its clients – brands and retailers – Intelligent Marketing Solutions to influence shopper behaviour with the right deal, in the right place, at the right time and on the right channel.*

*Listed in compartment C of Euronext Paris, and eligible for the “long only” DSS, HighCo has more than 700 employees and since 2010 has been included in the Gaia Index, a selection of 70 responsible Small and Mid Caps.*

### **Your contacts**

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### **Upcoming events**

Publications take place **after market close**.

Q3 and 9-month YTD 2017 Gross Profit: Wednesday, 18 October 2017

Q4 and FY 2017 Gross Profit: Wednesday, 24 January 2018



*HighCo is a component stock of the indices CAC® Small (CACs), CAC® Mid&Small (CACMS) and CAC® All-Tradable (CACT).*

*ISIN: FR0000054231*

*Reuters: HIGH.PA*

*Bloomberg: HCO FP*

*For further financial information and press releases, go to [www.highco.com](http://www.highco.com)*

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