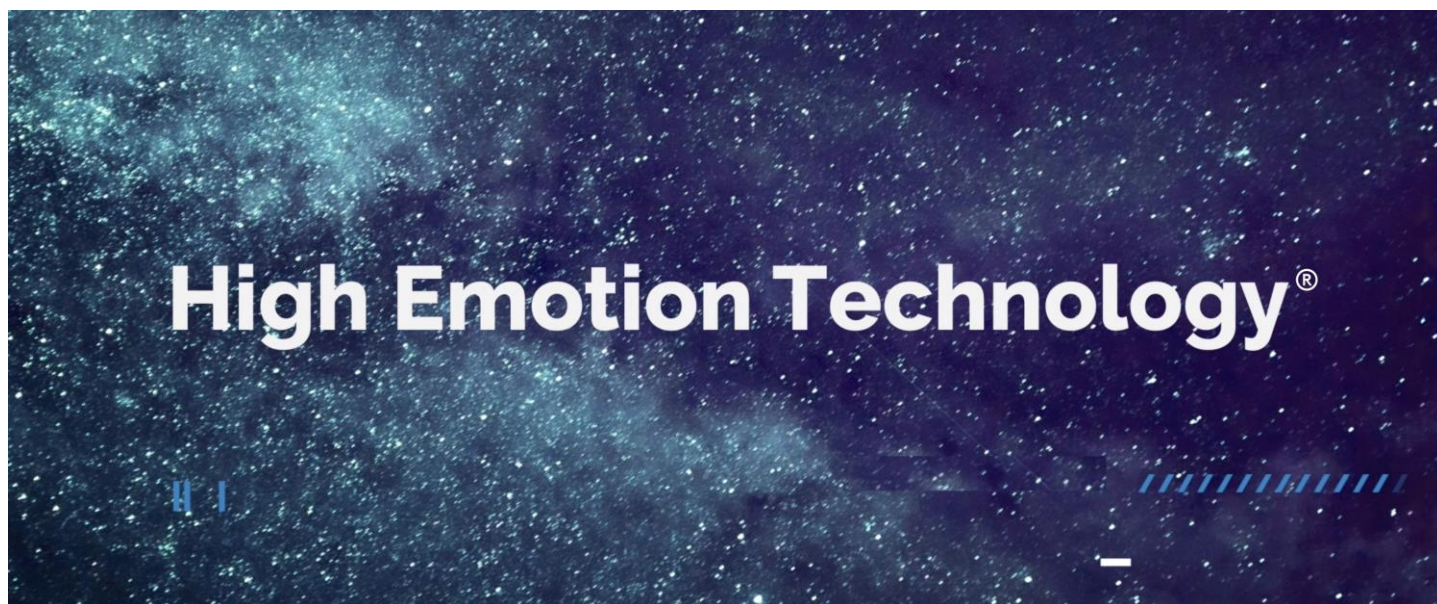


High Emotion Technology® will enable the Group’s business lines to:

- Strengthen their brand identity with their clients,
- Showcase the technological expertise behind their niche market offerings,
- Build on their frontrunner positioning to increase their market share and accompany their premiumization.

“The future of industry requires a powerful marketing strategy that champions our capacity for innovation, our reliability and our results-oriented culture where customer service is the key. High Emotion Technology®, our new global branding signature embodies an unrivaled marketing drive for years to come. It will underpin our ambition to achieve over €1 billion in profitable revenue by 2021 with an attractive portfolio of high value-added niche offerings and the level of excellence and disruptive innovation that implies”, said **Michaël Fribourg, Chargeurs’ Chairman and Chief Executive Officer.**



HIGH EMOTION TECHNOLOGY® AND TRANSFORMATIVE CHANGE FOR THE GROUP AND ITS BUSINESSES

Part of its Game Changer program, Chargeurs Group aims to deliver €1 billion worth of profitable revenue by the end of 2021 as it strengthens its businesses’ leadership positions.

One year after the announcement of its new marketing strategy “Iconic Ignition”, Chargeurs has unveiled a new global branding signature defined with its business lines to reinforce the Group’s proximity to its clients around the world and make sure it attracts the very best talent.

High Emotion Technology® is a reflection of the way in which all of Chargeurs’ businesses are able to assist their clients and their clients’ clients on a daily basis. Part of an innovative BtoB and BtoBtoC marketing drive, the new branding signature will up the visibility of the Group and its unparalleled products and services.

High Emotion Technology® also carries with it all of the emotional wisdom that goes into each of the Group’s products and is shaped by continued innovation, inimitable expertise and an exacting service culture.

HIGH EMOTION TECHNOLOGY® – TRANSFORMING SPECIALIST PROFESSIONS INTO PREMIUM NICHE BUSINESSES WITH A STRONG TECHNOLOGICAL AND MARKETING IDENTITY

In deploying an innovative marketing strategy for its businesses, Chargeurs is adding another differentiating advantage for client communities to complement its technological, logistical and service excellence. The all-new “Intel Inside” approach goes hand-in-hand with the premiumization of the Group’s different businesses and will make dialogue between them and their end users more successful than ever.

CREATION OF A GLOBAL GROUP COMMUNICATIONS DIVISION

The deployment of Chargeurs’ new global branding signature is accompanied by the setting up of a new global communications division that will coordinate all major communication drives and initiatives for the Group and its businesses. The Group has appointed former Chief of Staff to the CEO and Chairman, Carine de Koenigswarter, to head up the new division, and she will work closely with the Executive Committee and Managing Directors of the business lines on internal and external communications projects.



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

In 2018, revenue totaled €573.3 million, of which more than 90% was generated outside France.

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