

## **Appointment of Florence Lemetais as VP Customer, Marketing, and Business Development of Fnac Darty**

**Fnac Darty announces the appointment of Florence Lemetais as VP Customer, Marketing, and Business Development. She will assume her new role on June 1, 2022.**

Florence Lemetais, 48, will be responsible for accelerating the Group's work to transform its customer experience, against a growing backdrop of digitalized and hybridized shopping methods, while guiding those customers toward ever more sustainable consumption.

Lemetais will also be responsible for driving business development levers: omnichannel sales promotion, pricing, merchandising and store concept. With a degree in marketing from the European Business School and a *DESS* (postgraduate degree) in media law from the Sorbonne, Lemetais is an expert in marketing and customer relations. Having previously worked for the Disney, Havas, Publicis, Saint-Gobain and Grandvision groups as well as the Alain Afflelou and Monoprix brands, since 2019 Lemetais has been head of marketing and customer relationships at Vinci Autoroutes and General Manager of its toll operator subsidiary Ulys.

Her experience and proven expertise, honed at leading brands, will be real assets for Fnac Darty. Lemetais takes over from Samuel Loiseau, who was recently made Director General of UGC.

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**About Fnac Darty:** Operating in 13 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and domestic appliances. The Group, which has more than 25,000 employees, had a multi-format network of 957 stores at the end of December 2021, and is ranked as a major e-commerce player in France (close to 27 million unique visitors per month on average) with its three merchant sites, [fnac.com](http://fnac.com), [darty.com](http://darty.com) and [natureetdecouvertes.com](http://natureetdecouvertes.com). A leading omnichannel player, Fnac Darty's revenue was more than €8 billion in 2021, 26% of which was realized online. For more information: [www.fnacdarty.com](http://www.fnacdarty.com)