

FNAC DARTY



Press Release — Friday, October 25, 2024

Appointment of Alain Keravec as Chief Executive Officer of Nature & Découvertes

Fnac Darty announces the appointment of Alain Keravec as Chief Executive Officer of Nature & Découvertes. Since October 1, 2024, his duties have included supporting the company in returning to sustainable growth, while strengthening and developing its experiential and omnichannel model. Alain Keravec will report to Vincent Gufflet, a member of the Fnac Darty Executive Committee.

The Board of Directors of the Fnac Darty Group has chosen to appoint Alain Keravec, 49, to succeed Frédérique Giavarini as Chief Executive Officer of Nature & Découvertes.

With a career spanning nearly 23 years in the retail and digital sector, including 15 years with Fnac Darty, Alain Keravec is known for his expertise in strategy and transformation management, and has extensive knowledge of the Group. As a specialist in digital and e-commerce, Alain Keravec was one of the driving forces in the successful development and growth of Fnac Darty's marketplace business.

After graduating from INSEEC, a French business school, Alain Keravec began his career at iBazar as a Purchasing Manager before joining eBay France in 2001, where he held several positions including Strategic Partners Manager. He joined BornForSports in 2007 as Head of Sales and Business Development. Alain Keravec joined Fnac in 2009, before being promoted to the brand's Marketplace Director in 2013. In 2017, he oversaw the integration of the Darty and Mistergooddeal marketplaces following the acquisition of Darty by Fnac. He was appointed Fnac Darty Marketplace Director in 2019. Since April 2022, he has been the Chief Executive Officer of WeFix, a Fnac Darty subsidiary specializing in the repair, reconditioning and sale of mobile phones and mobile accessories.

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A propos de Fnac Darty : Présent dans 13 pays, Fnac Darty est un leader européen de la vente de produits de divertissement et de loisirs, d'électronique grand public et d'électroménager. Le Groupe, qui compte près de 25 000 collaborateurs, dispose d'un réseau multiformat de plus de 1000 magasins à fin décembre 2023, et se positionne comme un acteur majeur du e-commerce en France (plus de 27 millions de visiteurs uniques par mois en moyenne) avec ses trois sites marchands, fnac.com, darty.com et natureetdecouvertes.com. Acteur omnicanal de premier plan, Fnac Darty a réalisé un chiffre d'affaires d'environ 8 milliards d'euros en 2023, dont 22% en ligne. Pour plus d'information : www.fnacdarty.com