



## PRESS RELEASE

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### An improved organisation for CEETRUS to accelerate its transformation

*In a context of rapid and fundamental changes to our lifestyles and consumer behaviour, CEETRUS has decided to improve its organisation and restructure its management bodies. To increase our efficiency and ensure a more cross-business approach to skills, best practice and innovation, CEETRUS is changing the way the company is run. The main changes are: the creation of Portfolio General Managers, the appointment of a Major Projects Division and a reshuffle of the Management Committee, now called the Leaders Committee.*

#### **/// ONE ORGANISATION IN FOUR PORTFOLIO AND A MAJOR PROJECTS DIVISION**

CEETRUS's transformation is based on the creation of **four transnational site portfolios** and a **Major Projects Division**.

The purpose of this new organisation is to implement the company's strategic goals at the scale of each site and project. It will also allow for an improved cross-business approach to skills and innovation, driven by the company's Vision 2030.

The site portfolios are led by General Managers:

- France site portfolio: **Benoît Lheureux**, confirmed in his role of Ceetrus Leader
- Italy and Luxembourg site portfolio: **Marco Balducci**, confirmed in his role of Finance and Information System Leader
- Poland, Romania, Russia and Ukraine site portfolio: **Tatian Diaconu**
- Spain, Hungary and Portugal site portfolio: **Valentin Serrano**

The Major Projects Division (EuropaCity, Gare du Nord and future major projects) is entrusted to **Joel Fabiani**.

#### **/// A NEW "LEADERS COMMITTEE", CEETRUS MANAGEMENT BODY**

In line with this organisational restructuring, **Ceetrus Leaders Committee, the company's management body, has been rearranged**. The committee is tasked with ensuring the company's long-term performance through the realisation of its Vision 2030 plan. It monitors the overall organisation, oversees the allocation of resources, and co-builds and promotes the company's strategic plans.

It is made up of **Portfolio General Managers**:

- **Benoît Lheureux**, France Portfolio
- **Marco Balducci**, Italy/Luxembourg Portfolio
- **Tatian Diaconu**, Poland/Romania/Russia/Ukraine Portfolio
- **Valentin Serrano**, General Manager for Spain/Hungary/Portugal Portfolio

And two **cross-business Leaders**:

- **Assya Guettaf**, "Positive Impact" Leader for the company's ecological, socially responsible and relational transformation
- **Bénédicte Lenoire**, "Human Adventure" Leader for the development of the company's talents and skills

The Ceetrus management team is led by **Benoît Lheureux**, Leader of the company.

#### **About Ceetrus:**

Founded in 1976, Ceetrus is a global property player, known until June 2018 under the name of Immochan. Having previously focused on commercial real estate, in 2016 Ceetrus began its transformation into a mixed property developer. With 295 shopping centres around the world, Ceetrus works in partnership with citizens and territories to build community spaces that include shops, housing, offices and urban infrastructure. By creating sustainable, intelligent and vibrant spaces, Ceetrus's mission is to build or develop the sense of community that will underpin the cities of the future. Its expertise includes the activities of developer, promoter, site manager, investor and innovator.

**Key figures:** operating in 10 countries/295 shopping centres/10,700 retail partners/1 billion annual visitors/2.6 million sqm of malls and 1.5 million sqm in retail parks/39,000 sqm of housing and 89,000 sqm of offices in France in 2018/900 employees/[ceetrus.com](http://ceetrus.com)

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## **APPENDIX: BIOGRAPHIES**

### **Marco Balducci, Portfolio General Manager for Italy and Luxembourg**

With a Master's degree in Jurisprudence and a Doctorate in Commercial Law, Marco Balducci joined Auchan Italy in 2005. In 2009 and 2011 respectively, he became Manager then Director of the Group Legal and Tax Division at Auchan before being appointed Ceetrus Finance and Asset Management Director in April 2016.

### **Tatian Diaconu, Portfolio General Manager for Poland, Romania, Russia and Ukraine**

With a military background and a French master's degree in business administration, Tatian Diaconu, 42, joined Decathlon France in 2002 and Decathlon Romania in 2006. In 2008, he was appointed Director of the Bricostore expansion for Romania, Hungary and Croatia. In 2012, he became CEO of Ceetrus Romania then Leader of international development and urban planning for Ceetrus in 2018.

### **Joël FABIANI, President of Major Projects**

With a Master's degree in Private Law from the University of Lille, Joël Fabiani worked in the roles of Human Resources Director and Sud Regional Director at Auchan France. He joined Ceetrus France in 2014, where he held the position of National Manager. Since 2017, he has been Ceetrus France's Chief Executive Officer. He chairs the Ceetrus Foundation for social entrepreneurs.

### **Assya Guettaf - Positive Impact Leader**

With a master's degree in communications management, Assya Guettaf, 39, oscillates between the public and private sphere. She worked as a communications consultant and press attaché before being elected Deputy Mayor of Roubaix, then Regional Councillor of the Hauts de France region. She joined Ceetrus as Communications Manager and has led the collaborative process of the company's Shared Vision.

### **Bénédicte Lenoire - Leader of Human Adventure**

A graduate of IPAG Business School, Bénédicte joined Auchan in 1992, holding several positions there. In 2007, she supported the launch of Immochan Romania before being named Human Adventure Leader in 2019 for France and across the Group.

### **Benoît Lheureux - Ceetrus Leader and General Manager for France**

A graduate of Idrac Paris, Benoît Lheureux, 63, has held various positions at Auchan France and Auchan Italy. In 2008, he was appointed CEO of Immochan (now CEETRUS since 2018) and Director of Development and Human Resources for the Auchan Group. From 1997 to 2015, he was a member of the Management Board and the Executive Committee of the Auchan Group. Since the end of 2015, he has been CEO of Ceetrus.

### **Valentin Serrano, Portfolio General Manager for Spain, Hungary, Portugal**

Valentin Serrano, 58, holds a degree in Economics and Business from the Universidad Autónoma de Madrid and joined the Auchan group in 1986. In 2001, he became Management Controller of the Auchan Group then in 2005, Chief Executive Officer of CEETRUS Spain and, in 2013, International Managing Director of CEETRUS, in charge of Commerce, IT and Management Control.