

## Chargeurs Technical Substrates enters a new step within its development

- Internationalization driven by Leach acquisition
- External growth strategy scaled up with a view to crossing the €100m-line in revenue by 2021
- Sampiero Lanfranchi, former Group Executive VP for International Business Development and Acquisitions, promoted to the position of General Manager of Chargeurs Technical Substrates - CTS
- Augmented organization revolving around two strategic core businesses:
  - Senfa Technologies, an industrial operation dedicated to innovative textiles
  - Leach Visual Solutions, graphics services dedicated to creating high-end experiences
- Establishment of high-potential industrial partnerships

*" On the heels of the successful integration of Leach into Chargeurs Technical Substrates in 2018, this new organization is a major milestone on the road to internationalizing our business. The promotion of Sampiero Lanfranchi will provide CTS with the resource necessary to consolidate its global leadership position in order to achieve the strategic ambition set by the Group for the business: to pass the threshold of €100 million in full-year sales by 2021. The Group is grateful to Patrick Bonnefond for transforming a single-site division into a global player with strong potential, and enjoying close-knit relationships with major global, European, American and overseas export customers" said Michaël Fribourg, Chairman and Chief Executive Officer.*

### A division focused on high-potential textile and graphic innovations serving a worldwide clientele

Pursuing its ambition to constantly renew its offering of one-of-a-kind solutions while cultivating its passion for innovation, Chargeurs Technical Substrates in 2018 launched a new breakthrough innovation, Sublimis, which was rewarded with the "Product of the Year" award at the SGIA in Las Vegas. Driven by the Game Changer Program launched by the Group, CTS has beefed up its direct sales network in order to increase its global reach and consolidate its leading positions in the advertising, communication and interior design markets, while moving closer to end customers, CTS is now moving up the value chain and targeting major export customers, to speed up profitable growth.

### UK's Leach, an innovative nugget which changed the scale of the division in 2018.

In May 2018, Chargeurs Technical Substrates acquired Leach, a UK company founded in 1891 which is a leading provider of visual communication solutions for the high-end retail and museum markets. Leach stands out for its unparalleled reliability, enabling it to serve extremely prestigious institutions such as the National Army Museum, the United States Embassy in London and the National Charter Monument in Bahrain. Recognized as an innovative trailblazer in its field, Leach was recognized in 2008 for its unique expertise with a Queen Award, the most renowned British distinction to be awarded in the business world, which was presented by the Queen of England.

This acquisition enabled Chargeurs Technical Substrates to further premiumize its offer by providing innovative integrated solutions and introducing a new global dimension to its activities. The Division has thus been able to significantly expand its industrial and geographical footprint, with more than 90% of end customers located outside France.

### Sampiero Lanfranchi Promoted to The Position of General Manager of Chargeurs Technical Substrates

The Group revamped CTS's governance structure by announcing the promotion of Sampiero Lanfranchi to the position of General Manager of CTS so as to groom him to oversee the further acceleration of its international expansion. Sampiero Lanfranchi, who will continue to act as Advisor to the Chairman, will contribute his extensive international development experience to Chargeurs Group, building on the success of acquisitions carried out, from 2017 onwards, at Chargeurs Protective Films - Omma, Chargeurs Technical Substrates - Leach, and Chargeurs Fashion Technologies - PCC Interlining, which generated more than €90 million in additional profitable revenue for the Group on a full-year basis.

The new Managing Director, who was already Leach's Chief Integration Officer, will pursue a policy of strengthening CTS's leadership positions and consolidating the business in order to strengthen its technological and industrial lead, enabling it to further improve its profitable growth and cross the threshold of €100 million by 2021.

## An augmented organization located in 2 strategic geographical areas

Sampiero Lanfranchi who is to take over the Management of Chargeurs Technical Substrates has been tasked with modernizing the division's governance by relying on one business manager based in France site - Senfa - and another based in the UK - Leach - who will be reporting directly to him: Sandrine Hornecker will be in charge of running Senfa's Sélestat site and James Lavin of running Leach in the United Kingdom.

This new organization will make it possible to streamline internal operations within this business segment and further enhance the integrated solutions offer.

Chargeurs' Technical Substrates division is composed of:

- **Senfa Technologies** - *new name given to the French business to better reflects its innovative power*  
A company with a rich history, based in Sélestat, in Alsace - France, Senfa focuses on the development of innovative, high-added value textiles for internal and external communication media that have applications in various fields, from interior design to sports facilities. In 2017, it posted sales of €25.8 million. Sandrine Hornecker, who currently holds the position of Senfa's Chief Financial Officer, is to take over the management of the Sélestat site as Deputy Managing Director.
- **Leach Visual Solutions**  
A UK company located in Huddersfield, near Leeds, and recognized as a pioneer in providing integrated visual communication solutions dedicated to the high-end retail industry, leading museums and institutions worldwide, Leach, which was acquired in May 2018 and is managed by James Lavin, posted revenues of €11 million in 2017.

## A sustainable business model based on increased customer proximity

Over the past few years, CTS has successfully evolved its business model by establishing unique and direct relationships with key customers in overseas export markets. At the same time, the Division has entered into a first strategic industrial partnership on innovation-intensive textiles and is currently working on other agreements. These strategic partnerships represent a cumulative revenue growth potential of more than 10% a year on a full-year basis.

## Acquisition strategy to be scaled up in the coming 36 months

Thanks to an international management team, CTS intends to intensify its acquisition policy by 2021.

## Biography



### Sampiero LANFRANCHI

**General Manager of Chargeurs Technical Substrates and Advisor to the Chairman of Chargeurs**

36 years old

Sampiero Lanfranchi is today taking over **the Management of Chargeurs Technical Substrates - while continuing in his role as Advisor to the Chairman** - his brief is to pursue the strategic development of this fast-growing division of the Group, speed up its consolidation and streamline its organization. He joined Chargeurs Group in Q2, 2017 as **Group Executive Vice-President for International Business Development and Acquisitions**. Since 2017, he has successfully led the Group's strategic growth by finalizing 3 acquisitions in 3 different business segments, thus adding more than €90 million in additional profitable revenue to the Group's sales on a full-year basis.

Born in 1982, Sampiero Lanfranchi is a lawyer by training, a member of the New York Bar and a former member of the Paris Bar. He holds a Degree in Advanced Studies - DEA - in international law from the University of Paris II, and is a graduate of HEC, ESCP/EAP and the University of Pennsylvania Law School. He began his career with an American law firm and then went on to work for a private equity fund in London. Before joining Chargeurs in 2017, he had been a member of the Corporate and M&A department of the Parisian law firm De Pardieu Brocas Maffei AARPI since 2010, where he took part in many transactions, particularly in the industrial sector.

## 2019 Financial Calendar

Wednesday, January 30, 2019 (after trading)

Financial Information - 2018 annual revenue



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

In 2017, revenue totaled €533 million, of which more than 90% was generated outside France.

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