

## Strengthening the extended European Executive Board and new C&A Country Heads for Germany and France

Bouyaala strengthens C&A's extended European Executive Board as Chief Operations Officer and reinforces commitment to strategic projects



**Düsseldorf, 25 January 2019** - Mohamed Bouyaala, currently Director of Country (DOC) C&A Germany, is appointed Chief Operations Officer. As such both DOC Germany and DOC Switzerland will report to Bouyaala. In his new role as COO, he will also focus on his responsibilities for strategic central projects. Jean-Marie Malbranke will become new Director of Country for Germany as of 1 February 2019. Malbranke was previously Director of Country in France. A distinguished successor has also been secured for him. In Paris, Damien Defforey, who comes from Primark, takes the lead.

One reason for these changes is the growing importance of the brick and mortar business, particularly in key markets such as Germany and Switzerland. On the other hand, the importance of Bouyaala's cross-company divisions continues to grow. These strategic projects include the implementation of the New Store Concept and the collaboration of the fashion retailer with external brands from the textile and accessories sector.

"The brick and mortar business in our European markets, as well as the support of central departments and projects, are decisive for the success of our company," explains Alain Caparros, CEO C&A Europe. "In order to advance both our operating business and projects in a more targeted manner, we are strengthening our management responsibility with these personnel changes. Malbranke's direct reporting line to Bouyaala as COO and a member of the extended Executive Board will ensure the continuity of the processes we initiated in our largest European market Germany."

Jean-Marie Malbranke has over 20 years of trading experience, most recently as C&A Director of Country France. He also spent several years as Head of Buying & International Collaboration at REWE Group in Cologne. In recent months, he has successfully implemented the turnaround of C&A in France.

Malbranke's successor in France is Damien Defforey. Defforey has many years of international commerce experience. Most recently, he was the CEO and Chairman of Primark in Italy. The head of C&A France reports to Tjeerd van der Zee, CFO and COO C&A Europe.

## **About C&A Europe**

With around 1,500 stores in 18 European countries and more than 35,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes more than two million visitors to its stores and offers quality fashion at affordable prices for the whole family. In addition to its European stores, C&A is also present in Brazil, Mexico and China.

For further information please visit our website: [c-a.com/corporate](http://c-a.com/corporate)

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