



NEW APPOINTMENTS AT LA COMPAGNIE DES ALPES TO ACCELERATE GROWTH IN SKI AREAS

Paris, May 23, 2016 – **Compagnie des Alpes appoints two new managers to accelerate the deployment of its strategy to regenerate growth and strengthen the attractiveness of its mountain destinations.**

David Ponson, Director of Operations for Tignes-Val d'Isère and 3 Vallées extends the scope of his responsibilities to cover the whole division

Replacing Jean-François Blas, who leaves his role at CDA to become Chairman and CEO of SOFIVAL, **David Ponson extends the scope of his responsibilities to cover all of the Group's alpine sites.**

A graduate of the Ecole Nationale Supérieure d'Arts et Métiers in Paris (an elite French engineering and research graduate school), David Ponson joined Compagnie des Alpes in 1996 as Technical Director for Operations and Quality at STAG (Société des Téléphériques de l'Aiguille Grive – Peisey Vallandry).

In 1998, he took over as Head of ski lift and slope operations. In March 2002, he joined SEVABEL (les Menuires) as Managing Director and Coordinator of 3 Vallées (Méribel – les Menuires).

On January 1, 2012, he was appointed as Head of Ski Area Operations for l'Espace Killy and 3 Vallées, and then joined the Executive Committee.

David Ponson is also President of the Savoie section of the Domaines Skiables de France professional chamber.

Laurent Chelle, Director for the Development and Attractiveness of Mountain Destinations

Laurent Chelle, formerly Managing Director of Arcs/Peisey-Vallandry, **joins the Group's Executive Committee** to lead a new management team for the **Development and Attractiveness of Mountain Destinations. To this end, his responsibilities will include cross-departmental steering of projects concerning accommodation, marketing and development of new activities.**

A graduate of Grenoble EM (School of Management), and having previously worked in tourism and accommodation, Laurent Chelle joined Compagnie des Alpes in 2002 as Marketing Director at SELALP (Société d'Exploitation de la Liaison les Arcs la Plagne). Within this role, he was responsible for setting up the Paradiski ski area developing its sales and marketing.

From 2005 to 2010, he took on general management responsibilities for SCSD (Serre Chevalier Ski Development) at SMA (Société les Montagne de l'Arc), STAG and ADS (Les Arcs/Peisey-Vallandry).

In June 2015, his role was expanded to Assistant Director of Operations for Paradiski.

As a result of these changes, Frédéric Charlot, formerly Managing Director of Val d'Isère Téléphériques (Val d'Isère cable cars) will become Managing Director of ADS (Les Arcs/Peisey Vallandry), Olivier Simonin will take over from him as Managing Director of Val d'Isère Téléphériques, and Joël Peretto will become Managing Director of Méribel Alpina.

Since it was founded in 1989, Compagnie des Alpes has established itself as an uncontested global leader in the leisure industry, where it currently ranks number 10 worldwide. At the helm of 11 of the world's most prestigious ski resorts (Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Les 2Alpes, Méribel, Serre-Chevalier, etc.) and 13 renowned leisure destinations (Parc Astérix, Grévin, Walibi, Futuroscope, etc.), the company is steadily expanding in Europe (France, the Netherlands, Belgium, Germany, etc.) and, more recently, at the international level (Grévin Montréal in April 2013, Grévin Prague in May 2014, Grévin Seoul in July 2015 and engineering and management assistance contracts (Russia, Morocco, Japan)). CDA also owns stakes in 4 ski areas, including Chamonix.

During the financial year ended September 30, 2015, CDA facilities welcomed more than 22 million visitors and generated consolidated sales of 696 M€.

With more than 5,000 employees, Compagnie des Alpes works with its partners to build projects that generate unique experiences, the opposite of a standardized concept. Exceptional leisure activities for everyone.



CDA is included in the following indices: CAC All-Shares, CAC All-Tradable, CAC Mid & Small et CAC Small. ISIN: FR0000053324; Reuters: CDAF.PA; FTSE: 5755 Recreational services

Compagnie des Alpes press contacts

Compagnie des Alpes: Sandra Picard
+33 1 46 84 88 53/sandra.picard@compagniedesalpes.fr

CorioLink: Xavier Yvon
+33 6 88 29 72 37/xavier.yvon@coriolink.com