



## Claranova strengthens its executive team to accelerate improved performance and drive innovation

**Paris, France – July 26, 2024 – 8:00 (CET)** - Claranova (Euronext Paris: FR0013426004 - CLA) announces a major reorganization of its executive team to enhance operational efficiency and innovation.

As part of this new structure, the company announces the following appointments, who will all be part of the Group's Executive Committee and report to CEO Eric Gareau:

- Xavier Rojo is appointed Chief Financial Officer, after having served as Deputy CEO, strengthening the company's financial function.
- Isabelle Frenette is appointed Executive Vice-President, Talent & Culture, a newly created role, underscoring the company's sharpened focus on attracting and retaining talents.
- Beth Burkhart joins the company as Advisor, Strategy & Innovation, also a newly created position that aims at sharpening the Group's strategic focus and promoting innovation to drive profitability.

Eric Gareau, CEO of Claranova, declared: *"The new management structure introduces key roles to better distribute responsibilities and enhance organizational performance, reflecting our ambition to transform Claranova. The new appointments will allow us to leverage their experience in order to improve performance and intensify our focus on innovation, while promoting collaboration. They are part of the new chapter in Claranova's story that we are writing and that will be detailed when we announce our strategic plan later this year."*

### **Xavier Rojo - Chief Financial Officer:**

Xavier Rojo joined Claranova in 2022 as Deputy CEO. Prior to joining Claranova, he occupied a number of strategic and financial management positions with major groups. With more than 20 years of experience in banking and finance sectors, he has led numerous strategic and business development, transformation and digitization projects in France and other countries. Also, an entrepreneur and executive coach, he has advised numerous companies (SMEs) and private banks on their restructuring and strategic development, and also assisted company directors address reconversion and management projects. Xavier Rojo holds a Master's Degree in financial engineering from the University of Montpellier completed with an Executive program at HEC Paris and INSEAD.

### **Isabelle Frenette - Executive Vice President Talent & Culture**

Isabelle joins Claranova executive team as Executive Vice President, Talent & Culture after occupying a similar position at Avanquest since 2022. She has over 20 years of HR expertise in tech and public sectors in Canada and has extensive experience in multiple M&A projects with North American and European operations. She is a graduate in industrial relations of Université Laval and a member of the Canadian Association of Certified Human Resources Professionals (CRHA).

### **Beth Burkhart – Advisor, Strategy & Innovation**

Beth Burkhart joins Claranova as Strategic Advisor & Innovation Consultant, supporting the executive team with market trend insights and strategic growth plans for subsidiaries. A former executive at Shutterfly/Snapfish, managing a brand portfolio generating over \$1.25B in revenue, she successfully led cross-functional teams in product, marketing, merchandising, and engineering to deliver sales. She played a central role in integrating Lifetouch, Snapfish and Spoonflower, achieving significant synergies. She holds an MBA

from UCLA Anderson School of Management and holds a BA in Economics & International Relations from Claremont McKenna College.

**Financial calendar:**

August 1, 2024: FY 2023-2024 revenue

October 30, 2024: FY 2023-2024 results

**About Claranova:**

As a diversified global technology company, Claranova manages and coordinates a portfolio of majority interests in digital companies with strong growth potential. Supported by a team combining several decades of experience in the world of technology, Claranova has acquired a unique know-how in successfully turning around, creating, and developing innovative companies.

Claranova has proven its capacity to turn a simple idea into a worldwide success in just a few short years. Present in 15 countries and leveraging the technology expertise of its 800+ employees across North America and Europe, Claranova is a truly international group, with 95% of its revenue derived from international markets.

Claranova's portfolio of companies is organized into three unique technology platforms operating in all major digital sectors. As an e-commerce leader in personalized objects, Claranova also stands out for its technological expertise in software publishing and the Internet of Things, through its businesses PlanetArt, Avanquest and myDevices. These three technology platforms share a common vision: empowering people through innovation by providing simple and intuitive digital solutions that facilitate everyday access to the very best of technology.

For more information on Claranova Group:

<https://www.claranova.com>

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