



Press release

31 July 2023

Barrière changes its governance and shareholder structure, with the fourth generation taking over the leadership of the Group, which bought out Fimalac's stake.

The Groupe Lucien Barrière is once again 100% family-run as it is now entirely owned by Joy Desseigne-Barrière and Alexandre Barrière.

Barrière, the French, family-owned group with over 100 years of history, begins a new chapter, following the appointments of Alexandre Barrière and Joy Desseigne-Barrière as Chairs of the Group. Together, they represent the fourth generation of entrepreneurs at the helm of the Group, since its creation by François André in 1912.

The new Co-Chair governance is buying out the shares owned by Fimalac since 2011, and shares the ambition of developing and diversifying the Group's activities, upholding the values which made its strength for more than a century now.

*"We are aware of our responsibilities and intend to assume them. We will do everything which is necessary to be worthy of the three generations that preceded us, and to make our 7,000 colleagues even prouder to work for Barrière, this French century-old family-owned group. It is what decided us to proceed to the buyout of the shares owned by Fimalac", commented **Joy Desseigne-Barrière and Alexandre Barrière.***

Barrière: a 100% family-owned group

This new governance structure is supported by a change in the company's shareholding, with the buyout of the 40% interest owned by Fimalac since 2011 in the Groupe Lucien Barrière (GLB). As of today, Alexandre Barrière and Joy Desseigne-Barrière own the entire share capital of Groupe Lucien Barrière (GLB). In addition, the buy-out agreement of the 10% shares of the capital of Société

Fermière du Casino Municipal de Cannes (SFCMC), owned by Fimalac until now, which was approved and announced on June 28th 2023, was signed on July 21st 2023.

On this occasion, Joy Desseigne-Barrière and Alexandre Barrière would like to take this opportunity to express their warmest thanks to Marc Ladreit de Lacharriere (Fimalac) who has been unfailingly involved in the Group's development, supporting its growth over the last ten years, and playing a decisive role in enabling Barrière's fourth generation to write this new chapter of the family history.

Joy Desseigne-Barrière and Alexandre Barrière would also like to express their sincere gratitude to Nicolas Sarkozy, Member of the Board until 2023, whose commitment to the Group and unwavering support for the Barrière family have guaranteed stability and success.

Alexandre Barrière



Born in 1987, Alexandre Barrière is Chairman of the *Société de Participation Deauvillaise* (SPD), the family holding company that owns *Groupe Lucien Barrière* (GLB) of which he is the Chair of the Board, and the *Société Fermière du Casino Municipal de Cannes* (SFCMC).

Along with his sister Joy, they are part of the fourth generation of entrepreneurs taking over the leadership of Barrière, a century-old French family group. They were entrusted with the mission to ensure the prosperity, the development, and to safeguard the values which made Barrière's strength since 1912. In due time, they will pass on the legacy to the fifth generation.

Career :

After studying in the United States, he graduated with a Bachelor's degree in Business Administration from the American University in Paris, and an MBA in Hospitality Management from ESSEC Business School. Alexandre Barrière joined the Barrière Group's development department in 2014.

In July 2018 he was appointed Chief Transformation Officer, whose department is in charge of monitoring and developing new disruptive growth models. He became a member of the Executive Management Committee before being requested in November 2018 to take in addition the role of Executive Vice President Hotels and F&B. In early 2019, he joined the Board of Directors of GLB and SFCMC.

In May 2021, he was named Executive Vice-President of the newly created Strategy and Development department, and remained in charge of the group's transformation. Among his core priorities were the development of staff well-being, the international growth and the digitization of the group's activities. Alexandre Barrière initiated a renewal of the workplace policy aimed at enhancing the employees' well-being. Under his leadership, Barrière expanded internationally, opening the first *Fouquet's* Hotel in New-York, and two fine dining and world renowned *Fouquet's* restaurants, at the Louvre Abu-Dhabi and in Dubaï. Facing the rise of new pure-players and new regulatory challenges, the group sets the first milestone to anticipate the growing popularity of online casinos. Barrière opened its first online-casino on the Swiss market, as part of the development of its digital activities.



Joy Desseigne-Barrière

Born in 1990, Joy Desseigne-Barrière is Chair of the Boards of Directors of *Société Fermière du Casino Municipal de Cannes* (SFCMC) and *Société Immobilière et d'Exploitation de l'Hôtel Majestic* (SIEHM).

Along with her brother Alexandre, they are part of the fourth generation of entrepreneurs taking over the leadership of Barrière, a century-old French family group. They were entrusted with the mission to ensure the prosperity, the development, and to safeguard the values which made Barrière's strength since 1912. In due time, they will pass on the legacy to the fifth generation.

Career:

Joy Desseigne-Barrière holds a Master's degree in Political Science from the University of Paris-Dauphine, and a degree in Philosophy.

In 2016, Joy decided to start her career in London. She first joined the advertising agency *Publicis* where she was in charge of various accounts, including within the tourism industry. She then joined the *BVA BDRC* institute as Research Manager. During four years, within the Hotels practice, she worked on various strategic projects aimed at supporting global hotel groups in solving challenges faced by the sector.

Joy Desseigne-Barrière joined the family group on October 1st, 2020, and as a non-voting member of the Board of Directors.

For several years, Joy has evolved within the Barrière Group where she manages strategic projects around customer knowledge, performance monitoring and optimization, in particular optimization of the gaming offer through the use of Data.

Her objective is to put in place more efficient tools for employees, aimed at simplifying their daily lives, while allowing better personalization and segmentation of offers, as well as finer and more effective targeting of marketing actions.

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About Barrière

Chaired by Alexandre Barrière and Joy Desseigne-Barrière, the Barrière group was founded in 1912 by François André and developed successively by Lucien Barrière, Diane Barrière and Dominique Desseigne.

Since its creation, 110 years ago, the Group has developed unmatched offers in the field of high-end leisure activities, based on commitment to operational excellence, quality of service and the French “art de vivre”. Barrière operates 32 Casinos, 1 Gaming Club, 19 luxury hotels located in one-of-a-kind destinations, contributing to their international recognition. The group’s activities also gather over 150 restaurants and bars, including the renowned Fouquet’s on the Champs-Élysées, an iconic French brand dating back to 1899 also established in New York City, in Louvre Abu-Dhabi and Dubai. In addition, the Group offers some 3,500 shows and events every year. Barrière’s turnover was 1.29 billion euros at the end of its financial year on 31st October 2022, and it comprises almost 7,000 employees.

The Barrière brand includes two separate groups of hotels, casinos, and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).