

SHOWROOMPRIVE.COM APPOINTMENT**ANIL BERNARD-DENDE APPOINTED CHIEF OPERATING OFFICER**

La Plaine Saint-Denis, 20 September 2016 - Showroomprivé.com, an innovative European player in the online private sales industry specialised in fashion, is strengthening its workforce to accompany its growth. The group has today appointed Anil Bernard-Dende as its Chief Operating Officer. Anil has been assigned the task of improving the purchasing process, customer experience and service quality, 3 priorities at the heart of showroomprive.com's strategy.



ANIL BERNARD-DENDE, 40 years old, was a member of the Management Committee at Cdiscount, an e-commerce website that he joined in 2009 as a Logistics Manager, who then moved on to be International & On-Site Vice-President. Anil had previously worked for Conforama as a Logistics & Supply Chain Manager for the Swiss market, before joining Easydis (the Casino group) as a Process & Organisational Manager.

Anil is a graduate from ENSAM (Arts & Métiers ParisTech) and holds over 18 years' experience in the logistics and supply chain sector in France and overseas. He has also acquired a wealth of management expertise in large organisations in the distribution and e-commerce sectors. His professional career is a real asset for managing logistics, customer service, production and sales administration for Showroomprivé.

This appointment reflects the business' strategy for continuous improvement in performance and quality.

ABOUT SHOWROOMPRIVE.COM

Showroomprivé.com is an innovative European player in the online private sales industry, specialised in fashion. Every day, Showroomprivé offers a selection of 1,500 partner brands on its mobile apps and its website. It has over 24 million members in France and eight other European countries. Since its creation in 2006, the company has experienced a rapid and profitable growth. Floated on the Euronext Paris market since October 2015 (code: SRP), Showroomprivé had gross sales figures including VAT of more than €600 million in 2015 (€443 million net turnover), with growth up 27% on the previous year. The Group employs more than 800 people.

**CONTACTS****Adeline Pastor**

Communication Manager

+33 1 76 21 19 46

adeline.pastor@showroomprive.com

Marie Langlais

Communication Officer

+33 1 85 76 31 33

marie.langlais@showroomprive.net