



Pierre Barrard appointed Strategic Marketing & Digital EVP

PARIS, FRANCE, July 17, 2018 – Tarkett, a worldwide leader in innovative and sustainable flooring and sports surface solutions, announces today the appointment of Pierre Barrard as Strategic Marketing & Digital Executive Vice President, effective 2nd July, 2018. He is a member of Tarkett's Executive Management Committee and reports directly to the CEO, Glen Morrison.

In his position, Pierre Barrard will provide leadership in marketing for the Group as a whole to further anticipate customer and market emerging needs to ultimately enhance customer experience. He will be notably accelerating Tarkett's digital transformation, working closely with teams in marketing, customer experience, sales and research & innovation.

During his career, 8 years with Nestlé in the FoodServices division and 19 years in tyre manufacturer Michelin B2C business lines, Pierre Barrard was in charge of various international marketing, sales and digital roles, in France, Europe and the USA.

In his last position as Senior Vice President Global Marketing and Digital for Michelin Car and Light truck business, he implemented platforms of expertise and directly supervised teams in three core regions, Europe, China and the USA to develop new brand engagement strategies, a global portfolio of offers and major initiatives leveraging digital and data to support new business models.

Aged 52, Pierre Barrard graduated with a degree in Computer Science in 1988 from Paris-Sud University (Paris XI) and from French Business School ESSEC in 1991.

About Tarkett

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. With approximately 13,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to "*Doing Good. Together*", the Group has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people's health and wellbeing, and preserving the natural capital. Tarkett is listed on Euronext Paris (compartment A, ISIN: FR0004188670, ticker TKTT) and is included in the following indices: SBF 120, CAC Mid 60. www.tarkett.com.

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