

# **RICHEMONT**

## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

**17 FEBRUARY 2004**

### **APPOINTMENTS TO THE MANAGEMENT BOARD OF RICHEMONT**

Richemont is pleased to announce the appointment of three new directors to the Board of Richemont SA, the Group's management board.

The new board members are:

Mr Giampiero Bodino	Group Art Director
Ms Pilar Boxford	Group Public Relations Director
Mr Alan Grieve	Director of Corporate Communications

Mr Bodino has worked with the Group for over 10 years and has played an important role in the design of new products for the Group. He will continue to be closely involved in product creation, working with the design teams within each of Richemont's *maisons*.

In her new role, Ms Boxford will support all of the Group's *maisons* in terms of developing strategies to enhance the effectiveness of their public relations activities. Ms Boxford joined Cartier in 1979 and has been responsible for overseeing Cartier's public relations strategy, principally in the United Kingdom.

Mr Grieve has been Company Secretary of Richemont since its formation in 1988. In his new role, he will be responsible for the Group's communications with financial markets, investors and the financial press and will retain overall responsibility for the Group Secretariat. Mr Grieve's role as Company Secretary will be taken over by Mr Richard Thorby.

Richemont is a Swiss luxury goods group. The Group owns a portfolio of leading international brands including Cartier, Van Cleef & Arpels, Dunhill, Montblanc and Lancel as well as the prestigious watch manufacturers Jaeger-LeCoultre, Piaget, Baume & Mercier, IWC, Vacheron Constantin, A. Lange & Söhne and Officine Panerai.

In addition to its luxury goods business, Richemont holds a 19.4 per cent interest in the ordinary share capital of British American Tobacco.

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