

Internal memo, to all Group employees

A message from Christoph Büren, President of VIVESCIA Group - Reims, 9 April 2025

Guillaume MOTHE, appointed new Managing Director of VIVESCIA Group

Dear colleagues,

Following today's meeting of the Board of Directors, it is my pleasure to announce the appointment of Guillaume Mothe as Managing Director of VIVESCIA Group.

He will take up his post on 14 April and head up both divisions of our cooperative group, agriculture (the cooperative and agricultural subsidiaries) and food processing (VIVESCIA Industries), as well as its support functions (VIVESCIA Services). He will report to me directly.

As I announced to you last year, this change to our operational governance structure, with the recruitment of a group managing director and the arrival of Guillaume Mothe, marks the start of a new chapter where we build the future of our cooperative group.



With a degree in agronomy and agro-industry from UniLaSalle, and a degree in transformation strategy and innovation from Ecole Polytechnique, Guillaume Mothe has spent his career between France, the USA, and the UK, working in agricultural supplies for 12 years (Roullier), logistics (Samat), agriculture and agri-food (Terrena).

Having spent 15 years at cooperative group Terrena (11,000 employees, €5.5 billion in turnover), including periods overseeing livestock industries, agri-science and seeds, for the past four years Guillaume served as the group's Managing Director for agriculture, milling, shelled eggs and egg products, and plant proteins. Combining international experience with knowledge of regional cooperative businesses, and operational and functional responsibilities across the entire value chain, upstream and downstream, Guillaume has acquired solid expertise in managing the challenges of cooperative groups similar in scale to VIVESCIA.

The process of change that our Group initiated five years ago has restored our agricultural and processing businesses' competitiveness while allowing the implementation of a proactive CSR policy, LINK, and the low-carbon regenerative agriculture programme, TRANSITIONS.

At the end of March, a new structural phase was completed with the activation of VIVESCIA 2030, and the announcement of the Délifrance/Vandemoortele project.

Guillaume will be tasked, alongside all of you, with accelerating the rollout of VIVESCIA 2030 and driving our new growth model for the years ahead. A growth model that creates value for farmers – VIVESCIA’s cooperative members – for our customers, our industries and our regions, and which is attractive and meaningful for every one of you.

I want you to know, dear colleagues, that I am fully aware of the difficulties you currently face in this unstable and highly volatile macroeconomic and geopolitical context, as we try to steer our businesses safely through to 30 June 2025. The 2024-2025 financial year was already made difficult because of a disappointing 2024 harvest and sluggish global consumption. I want to congratulate you for your commitment and determination, and I am counting on Guillaume and the Executive Committee to support you as best they can over the final few months of this financial year and to prepare collectively for the 2025-2026 budget.

The following people will report directly into Guillaume after his arrival on 14 April:

- The managing directors of agricultural businesses;
- The managing directors of the six processing businesses;
- The directors of the Group’s four support functions: the administrative and financial department; the CSR/Transitions/external relations and communication department; the risk/purchasing/audit department; and the human resources department.

On behalf of the Board of Directors, I would like to thank Philippe Breban, Jérôme Chane, Cédric Cogniez, Valérie Frapier, Frédéric Kasak, and all their colleagues from our processing businesses on the Group’s Executive Committee, for having ensured the strategic and operational continuity of our agricultural businesses, VIVESCIA Industries, and the Group’s support functions during this interim period. I want to also hail the exceptional work done by all the teams involved in the Délifrance project over the last few months. Guillaume will work alongside the steering committee involved in this project until the deal is finalised.

And finally, the Board of Directors joins me in welcoming him to VIVESCIA Group. I know that I can count on each and every one of you to also give him a warm welcome, and I wish him every success in his role.

Best regards,

Christoph Büren
President