

Paris, February 26 ; 2009

APPOINTMENT

Newly appointed to the directorship of human resources of LowendalMasai: Evelyne Bouviala, new Group Human Resources Director



Evelyne, 40 years old, graduated from the ESC Amiens Business School and carried on with an International HR Masters' Degree at Paris IAE.

She began her career with Marks & Spencer as Financial controller, in London, Amsterdam and then Paris. Evelyne entered HR in 1993: she spent 6 years working in recruitment at Raymond Poulain Consultants, after a short experience at Michael Page. In 1999, she was appointed Deputy HR Director at Miller Freeman France, the leader in B to B exhibition shows organisation.

In 2001, she joined Research International, an Anglo-American subsidiary of WPP (one of the top media players). There, she achieved a significant career as HR Director, first for France (125 staff members / 25 M€ Turnover) and for Belgium (60 staff members / 10 M€ Turnover). She carried on as HR Director for Continental Europe (950 staff members / 150 M€ Turnover). In parallel she was appointed Co MD France in 2007 and carried out the company's revival plan, where staff members' motivation played a major role.

As LowendalMasai's Group HR Director, Evelyne joined the Executive Committee. She will be responsible for developing/ facilitating mobility within the group as well as speeding up recruitment process in France as well as all subsidiaries.

Evelyne Bouviala: « I am delighted to join LowendalMasai as I consider it is a true pioneer minded company, giving itself means to carry on with its development, mostly on the international scene. Fast decision making is clearly embedded in the company's DNA which is key in facilitating its permanent adaptation to market. LowendalMasai's talent pool is made of a majority of entrepreneur-minded talents; the company views HR as a business partner and as a change agent: both our views matched and our collaboration soon became obvious.

I will mainly work on an HR strategy, capable of attracting the best external talents and of developing a professional career management, thus maximising the group's human potentials, therefore its business growth. »

About LowendalMasai

LowendalMasai was created as a result of the merger of Lowendal group, Masai and Resulteam. It is currently the only operational consulting firm which is capable of fulfilling the full range of businesses' needs in the area of cost optimization on an international level. With a consolidated pro forma turnover for the year ending 31 March 2008 of €59 million and 480 staff members, LowendalMasai is present in sixteen countries including Germany, Spain, France, the United Kingdom, Italy, Portugal, the United States, China, India and Japan. It is chaired by Pierre Lasry, the founding chairman of Lowendal group. LowendalMasai provides a range of services through five specialised consulting business units – the Social Contributions Business Unit, the Fiscal & Accounting Business Unit (which deals with VAT, fixed assets, local taxes, R&D Relief), the Purchasing and Strategic Costs Business Unit (sourcing, transport and logistics, general expenses, investments), the Environment Business Unit, and the Cash Business Unit. Since September 2004 AXA Private Equity has been a shareholder in LowendalMasai.

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