



Press release — Friday, 28 July 2023

Pomme de Pain management team acquires the brand from the InVivo group

Ivry-sur-Seine, France, 27 July 2023 — The Pomme de Pain management team has acquired the brand from the InVivo group. This sale of the brand's assets will take effect on 27 July 2023. The Créteil Commercial Court has approved the acquisition, the terms of which have been agreed between the InVivo group management team and Nicolas Papageorgopoulos (CEO of Pomme de Pain since July 2020).

Nicolas Papageorgopoulos is joined in this ambitious project for the Pomme de Pain brand by **three members of his current management team that he invited to join him in this project, who are also acquiring stakes in the brand: Audrey Dauphin, Anne Gravé and Olivier Hays**. They will perform the following functions within the company: **Audrey Dauphin**, Chief Administrative and Financial Officer; **Anne Gravé**, Chief Marketing and Communications Officer; **Olivier Hays**, Chief Operating Officer. Their mission will be to continue the developments pursued under the aegis of InVivo since 2021.

*"I am delighted at the exciting prospect of leading Pomme de Pain through a **new phase of growth and modernisation**", said Nicolas Papageorgopoulos. "All four of us are relishing the idea of taking over a brand that has become so renowned in its sector over the last 40+ years. **We have been working as part of the brand for three years to drive change and set a course towards conquest and growth, as can be seen by the opening of our brand new restaurant concept in Boulogne**. This has been made possible by teams that I am very proud of, and I am confident that their passion and commitment will enable us to continue building our success together".*

The strategic priorities of the new management team will be clearly oriented towards developing Pomme de Pain: consolidate the brand's assets and communicate its new ambitions; explore new consumption patterns, including the creation of a new pilot restaurant in Boulogne-Billancourt, which paves the way for a **new concept** to be developed throughout France; unleash the potential of its teams; accelerate growth to double the number of points of sale by 2027.

Pomme de Pain was founded in 1980 with its first restaurant on Rue de Rivoli in Paris, France. The brand underwent franchise development from 2006, then launched internationally in 2008. It joined the Soufflet group in 2014 as part of the group's acquisition of Neuhauser—the then-owner of Pomme de Pain—before becoming part of the InVivo group in 2021 with InVivo's acquisition of the Soufflet group. Pomme de Pain is now, therefore, an independent brand.

Nicolas Papageorgopoulos, holder of an Executive MBA from ESCP Business School, Paris, held successful tenures as Operations Director of Starbucks France, Chief Operations Officer of Sushi Shop, Managing Director EMEA of La Brioche Dorée and Managing Director France of Five Guys before joining Pomme de Pain to strengthen its business model following the COVID-19 pandemic.



The management team will be ready to answer all your questions about the sale and future strategy of Pomme de Pain during **a series of meetings on 12 September 2023**, which will take place successively:

- 9 am in the new **pilot restaurant** in Boulogne-Billancourt;
- 12 pm at the **company headquarters** in Ivry-sur-Seine;
- 2 pm **by video conference**, or by phone by appointment.

You can register now with the media contacts at the bottom of this press release, indicating the way in which you would like to attend.

About Pomme de Pain

A pioneer in the French fast food sector with over 40 years of experience, **Pomme de Pain** is a major player in its market, with 108 restaurants and revenue amounting to €40 million. Pomme de Pain restaurants can be found in shopping centres, city centres, service stations and train stations throughout France, as well as in Morocco and Tunisia. Originally specialising in sandwiches, Pomme de Pain has gradually extended its offer to a range that also includes salads, hot dishes and a wide variety of desserts, as well as hot and cold drinks. This offer provides a range of products for any time of day — available to eat in or take away, as well as via click-and-collect and home-delivery services. But what really sets Pomme de Pain apart is that **its sandwiches are made exclusively to order** — just like the majority of recipes prepared in its restaurants. **In 2023, the brand launched a new, more advanced and more responsible restaurant format, with an even bigger menu. The first restaurant has just opened its doors in Boulogne-Billancourt.**

Media contacts:

Valogne/Direct line

VIVACTIS INFLUENCE & REPUTATION

(+33) 1 46 67 63 44

Diane Galland/Direct line

(+33) 1 46 67 63 50

(+33) 6 15 89 48 44

d.galland@vivactis.fr

Houney Touré

(+33) 1 46 67 63 55

(+33) 6 10 80 72 96

h.toure-valogne@vivactis.fr