

Montrouge, 4th of March 4, 2024

**Mickael Berret joins Bayard
and will take over the management of Bayard Inc,
the Group's American subsidiary**

Mickael Berret joins the Bayard Group as of March 1, 2024. He is appointed Executive Manager) of Bayard Inc, the group's American subsidiary, and reports to Jean Marie Montel, Bayard Group CEO and member of the Management Board.

His role will be to manage the Company and the teams in the United States, as well as lead the digital transformation and diversification of Bayard Inc's activities.

Mickael Berret, media/publishing and brand management expert has always evolved in an international environment. A graduate of EDHEC, he began his career in 1998 at KPMG Consulting as a consultant, then he joined the Hachette Filipppachi Medias/Lagardère Group in 2002, where he held the position of internal auditor, and then project manager within of the Group's subsidiary in New York. In 2008, still within the Group, he was appointed Director of Business Operations for Lagardère Active, then in 2011 he held the position of Director of International Media Licensing for the ELLE brand. In 2020 he was appointed Deputy Managing Director of mindway, an e-learning start-up, in 2022, and COO of A Magazine, an independent magazine.

About Bayard

Bayard, a press and publishing group with a mission, is an international creative network made up of teams of journalists, editors and designers of print, digital and audiovisual content. In France, it publishes the daily La Croix, the weekly Le Pèlerin and the monthly Notre Temps, as well as children's titles such as Pomme d'Api, Astrapi, Okapi and J'aime lire under the Bayard Jeunesse brand, and Toboggan, Wapiti and 1jour1actu under the Milan brand, a group subsidiary based in Toulouse. The group also has 5,500 books in its publishing catalogs, and publishes over 800 new titles every year.

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