

LVMH

Press Release

Appointments at LVMH Watches Division

Paris,
July 17, 2024

Frédéric Arnault, CEO of LVMH Watches Division, announces the following appointments within the Watches Division, effective from September 1, 2024.

These executive changes at Hublot and TAG Heuer are part of an elevating and upgrading strategy of the Maisons to support the growth of LVMH Watches Division.

Ricardo Guadalupe is appointed **Honorary President of Hublot**. As CEO since 2012, he has orchestrated the brand's remarkable growth over two decades and now wishes to step back from operational management.

Julien Tornare is appointed **CEO of Hublot**. Currently holding the role of CEO of TAG Heuer, he will succeed Ricardo Guadalupe.

Antoine Pin is appointed **CEO of TAG Heuer**. General Manager of Bvlgari Horlogerie since September 2019, he will succeed Julien Tornare.

"Hublot is one of the few watchmaking manufactures that emerged and achieved such success in the 21st century by breaking design codes, communication barriers, and exploring new frontiers in watchmaking. I would like to sincerely thank Ricardo and his teams for their fantastic work building the brand over these past 20 years. Indeed, for 8 years as Managing Director followed by 12 years as CEO, Ricardo truly embodied Hublot and its development particularly through his product vision, deep industry knowledge, and relationships with all business and industrial partners. I know that Ricardo will now continue to ensure respect for the values that have led to the Maison's success.", comments Frédéric Arnault.

"I am delighted about Julien arrival at the head of Hublot, which marks the beginning of a new chapter dedicated to the future of our Maison and the strengthening of its unique position among leading watch brands. I am also delighted to welcome Antoine into our Watches Division at TAG Heuer. His extensive international experience, expertise, and well-recognized passion for watches will be major assets in continuing TAG Heuer's growth and elevation.", added Frédéric Arnault.

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Ricardo began his career as a Product Manager at Bulgari Horlogerie. In 1994, he joined Blancpain alongside Jean-Claude Biver after the brand was acquired by the Swatch Group two years earlier. He served as Sales and Marketing Director for this House from 1997 to 2001, at which point he became a consultant for independent watch brands. In 2004, Ricardo teamed up again with Jean-Claude Biver again who had just taken over the management of Hublot. The launch of the Big Bang in 2005 was an immediate success, leading to spectacular growth for Hublot. Ricardo joined the LVMH in 2008 during the acquisition of Hublot by the Group and was appointed CEO of Hublot in 2012. After obtaining his school leaver's certificate, and already driven by an entrepreneurial spirit, he enrolled in a Swiss Business School before leaving for California in the United States to take a course at the University of Los Angeles (UCLA).

© Hublot



Active for 26 years in the watchmaking industry, Julien initially worked at Raymond Weil for two years before spending 17 years at Vacheron Constantin, branch of Richemont, first as Director for the Swiss Market, subsequently as the Brand's US President, the HQ International Sales Director and finally as Managing Director for Asia-Pacific. He then developed further his management and leadership skills as the Zenith CEO. He graduated from the IMD and the London Metropolitan University.

© Zenith



In 1994, Antoine started his career in TAG Heuer as Junior Sales Manager for DFS and Middle-East before evolving as Product Manager. In 2002, Antoine joined LVMH as Zenith International Marketing Director. He then held several management positions for LVMH Watches & Jewelry UK, TAG Heuer Japan and Korea, then Bulgari Greater China and Australia, before being promoted Executive Vice President of Berluti. He rejoins Bulgari in 2019 as Watch Business Unit Managing Director for Bulgari Horlogerie. Antoine is a graduate from HEC Paris.

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LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet, Joseph Phelps and Château Minuty. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou, Barton Perreira and Vuarnet. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian and Officine Universelle Buly. LVMH's Watches and Jewelry division comprises Bulgari, Tiffany & Co., TAG Heuer, Chaumet, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

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