



PRESS RELEASE
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Alexandre Taisne is appointed
Michelin Group Gastronomic and Tourist Activities Director

Alexandre Taisne, responsible for the Michelin Group's strategy and development of gastronomic and tourist activities since April 2017, will also take responsibility for the MICHELIN Guide selections. His current role will expand as of 3 April 2018.

Michael Ellis, MICHELIN Guide International Director, and his inspection teams will report directly to him.

Having studied at IEP Strasbourg and EM Lyon, Alexandre Taisne went straight into business, setting up Toast Gallery, an art gallery that promotes contemporary artists, and Toast Agency, an art agency for businesses. In a second entrepreneurial experience he then co-founded Groupon France, during which he led marketing and commercial development. He was then appointed Groupon Vice President in charge of the Europe Middle East Africa zone. He works more particularly on structuring and deploying the "Restaurant", "Travel" offering and monetizing the audience. Alexandre Taisne joined the Michelin Group in April 2017.

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Michelin aims to improve the mobility of its customers, sustainably. A leader in the tyre industry, Michelin designs, manufactures and sells tyres that best meet needs and uses, as well as services and solutions to improve mobility efficiency. Michelin also has a range of offers able to give its customers unique experiences while they travel. Michelin also develops high-tech materials for the mobility industry. Based in Clermont-Ferrand, Michelin is present in 170 countries, employs 111,700 people and operates 68 plants in 17 countries, which together produced 187 million tyres in 2016 (www.michelin.com)