

St-Beauzire, April 20, 2022

Alexandre PONCET appointed VP for Communication and Public Affairs for Limagrain

Alexandre PONCET, 47 years old, manages external and internal communication as well as public affairs for Limagrain. His assignment is to be the voice of Limagrain, to strengthen employee engagement, develop a constructive dialog with institutional players while also contributing to the prestige of Limagrain in its region of origin: Limagne Val d'Allier. Alexandre PONCET reports to Sébastien CHAUFFAUT, CEO of Group Limagrain.

Sébastien CHAUFFAUT states: *"I hope that Limagrain can develop its visibility to support the development and continuity of the activity of its 1,300 cooperative partner farmers, who are strongly anchored in their region, and to bring value to the excellence of its products, its leadership in research and the commitment of its employees. Alexandre will thus play a strategic role in supporting Limagrain's long-term growth."*

Before joining Limagrain, Alexandre PONCET was director of communication and external relations at Coca-Cola Europacific Partners, the Coca-Cola bottler in France. He has solid experience in communication, media relations, public affairs and change support acquired at the Coca-Cola Europacific Partners, Schlumberger, and Usinor groups, and at the FACE Foundation.

Alexandre PONCET is a graduate of Sciences Po Paris and has a Master's degree (DESS) in Labor Law and Human Resources Management from Paris II (Cliffop). He is a former auditor of CHEDE (postgraduate studies for economic development).

Limagrain is an agricultural cooperative and an international seed group owned by 1,300 farmers located in Limagne Val d'Allier (in the center of France). Present in 57 countries with more than 9,000 employees, the Group breeds, produces, and distributes field seeds, vegetable seeds, and agri-food products.

Focused on the genetic progress of plants, it is driven by its purpose: cooperating for the progress of agriculture everywhere, for everyone. As the fourth largest seed company worldwide, Limagrain, with well-known brands on their markets such as LG, Vilmorin, Hazera, Harris Moran, Jacquet, and Brossard, makes 1,984 million euros in sales, to which is added 680 million euros in sales made jointly with its strategic partners.

www.limagrain.com - #Limagrain

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