

## Georges De Vos is named COO of Omega Pharma

Nazareth (Belgium), 31 August 2009 (5:45 PM CET) – Mr. Georges De Vos is appointed Chief Operating Officer (COO) of Omega Pharma. In this function he will join the Executive Committee and report directly to CEO Marc Coucke.

Georges De Vos studied at the Solvay Business School (Business Engineering) and completed post-university courses at the VUB and at Harvard University in Boston. After careers at Procter & Gamble, Duracell and ALJ-Toyota, he was recruited by Novartis Consumer Health in 1997. There he gained international experience in Latin America, Eastern Europe, the Middle East and Japan. Subsequently he was appointed Chief Marketing Officer of the world-wide OTC organization of Novartis, to become later Head of all European OTC-activities of the group. In 2007 he was appointed Head of Novartis Russia for their Pharma-activities. The last years Mr Georges De Vos was based in Geneva. Mr De Vos thanks this career to his continuous combination of sales growth, innovation and operational excellence.

On September 1, Georges De Vos will strengthen the Executive Committee of Omega Pharma, which henceforward consists of seven members, i.e.:

- Marc Coucke, Chief Executive Officer
- Georges De Vos, Chief Operating Officer
- Mario Debel, Head of Marketing & Innovation
- Barbara De Saedeleer, Chief Financial Officer
- Sam Sabbe, Chief Strategy Officer
- Ton Scheepens, Head of Operations (West)
- Jan Cassiman, Head of Operations (East) & Business Development

Mr De Vos will operate from the headquarters of Omega Pharma in Nazareth (B) and will be responsible for the realization of the growth strategies and the operational excellence in all regions.

Marc Coucke, CEO Omega Pharma: "It is undeniable that the recruitment of Georges De Vos is an enrichment for Omega Pharma. When the appointment committee drew up the profile of our COO, it turned out very fast that Georges was the ideal candidate. Omega Pharma has a lot of growth potential in the existing and new markets, and lots of innovative projects for the existing and new brands. I'm counting on Georges to apply his international experience to implement all these plans country by country, combined with an increasing level of operational excellence. I will support him during his task and I'm looking forward to work with him to the benefit of Omega, our employees, our customers and our shareholders."

Georges De Vos, COO Omega Pharma: "It is a pleasure to join Omega Pharma at this period of their development. The last year was difficult, but we already see the first signs of resurging growth. It is our role now to maximize this growth potential in all major countries and to make all previous acquisitions work together to start Omega's second phase of development. The Company still has an enormous potential, which I will develop with my colleagues in the Executive Committee."

Since its creation in 1987, Omega Pharma has grown into an international group, specialised in over-the-counter health products, with operations in over 35 countries, mainly in Europe but fast growing in other continents, with a turnover of about €800 mio.

**For more information, please contact**

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