

## INFORMATION REGARDING MS LAURENCE BRET STERN

### ➤ General information

Surname: Bret Stern

First name: Laurence

Nationality: French

Date of birth: 16 August 1968

Number of Lagardère SCA shares held: 0

### ➤ References and professional activities

Ms. Laurence Bret Stern holds a DESS (post-graduate degree) in telecom and media management from the University of Paris Dauphine. She began her career in 1991 with France Telecom / Orange where she held various marketing positions for nine years in France, the United States and the Netherlands. She then joined AOL Time Warner in Paris and became in charge of high speed offers and then occupied several positions during six years and ultimately became Marketing Director Europe. In 2008, she left AOL Time Warner and became director of Silentale, a French-Canadian start-up specialising in Big Data. Two years later, she was contacted by LinkedIn to launch activities in France. She opened the offices in Paris in March 2011 and moved to London in 2013 where she was promoted as Senior Marketing Director in charge of EMEA and LATAM. After seven years at LinkedIn, Laurence joined Pipedrive, leader in commercial software for mid-size companies, as Chief Revenue Officer. At the end of 2018, Laurence started a consultancy business aimed at hedge funds and startups which she now advises.

### ➤ Positions and offices currently held:

In France

- Member of the Cocoworker strategy committee
- Director of Antescofo

Overseas

- Head of OneRagtime
- Head of Skalers Ltd
- Board Advisor of maiden-voyage.com

### ➤ Other offices held in the last five years:

- Director of ANDigital