

**ARMIN BROGER NAMED B&B ITALIA CEO**

*Novedrate (CO), 19 March 2018* - Armin Broger has been named Chief Executive Officer of B&B Italia Group, the leading Italian high-end interiors and design group.

In his new role, Mr. Broger will work on deploying a growth strategy to evolve the company's global footprint and build its globally recognized brand portfolio, currently including B&B Italia, Maxalto and since 2016, Arclinea, a leading manufacturer of luxury kitchens.

Mr. Broger, 56, has built a very successful track record in building brands and leading strategic transformations of global retail and omnichannel businesses. He previously held top executive roles as CEO of Dutch McGregor Fashion group, President EMEA of Levi Strauss&Co. where he helped the premium repositioning of the brand, Tommy Hilfiger Europe, as Chief Operating Officer and Diesel as General Manager. Mr. Broger's early career includes consultancy at Bain & Company and family entertainment at The Walt Disney Company.

As a consequence of this appointment, Mr. Giorgio Busnelli will transition from his current role of CEO to the role of President.

**B&B Italia Group**

B&B Italia is a leading group in the high-end design furnishing sector.

Founded in 1966 by Piero Ambrogio Busnelli, B&B Italia has always stood out for its strong orientation towards research and innovation, which has allowed it to give life, in collaboration with the masters of design, to iconic and timeless products.

The Group, which since 2015 has been controlled by Investindustrial - a leading independent investment company in Europe - operates through B&B Italia and Maxalto brands, both indoor and outdoor, alongside the high-end kitchens of Arclinea, a company that has been acquired the majority in 2016.

With B&B Italia and Maxalto, the Group, whose export share exceeds 80%, is present in 80 countries through 7 flagship stores, 43 single-brand stores and over 800 specialized sales points. Arclinea is present in over 40 countries through 22 single-brand stores and over 200 multi-brand qualified points of sale. The Group, which also operates in the contract sector in hospitality, retail, offices and boating, counts 600 employees and has its own headquarter in Novedrate (Como).

[www.bebitalia.com](http://www.bebitalia.com)

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