



# Edipresse is consolidating its organisation

Date : 26 April 2007

Emetteur : Edipresse Group

**Edipresse is consolidating its organisation by appointing:**

- **Théo Bouchat, Chief Executive Officer of Edipresse Switzerland**
- **Zbigniew Napierala, Chief Executive Officer of Edipresse Eastern Europe (Russia, Poland, Ukraine)**
- **Michel Preiswerk, Chief Financial Officer for Edipresse Group**

In order to develop its competitiveness, the Edipresse Group has decided to strengthen its management:

**In Switzerland, Théo Bouchat is appointed CEO of Edipresse Switzerland as of May 1st, 2007**

Tibère Adler, who until now was responsible for both Edipresse Switzerland and the Group, will now be able to dedicate his time exclusively to being the CEO of the Edipresse Group. A recruitment search will be launched to replace Théo Bouchat as Editorial Director of the group Le Matin & Magazines.

**The position of CEO for Edipresse Eastern Europe will be entrusted to Zbigniew Napierala as of May 1st, 2007**

Edipresse has decided to create a new position of CEO for the Eastern European countries,

regrouping Russia, Poland and Ukraine (Edipresse Eastern Europe, EEE). This position follows the same model as the Regional Director position already present in Edipresse Asia, regrouping all Group operations on that continent. Currently President of the management board for Polska, Zbigniew Napierala will be responsible for the operational activities of and Edipresse Konliga (Russia), Edipresse Polska and Edipresse Ukraine He will also be in charge of directing future magazine and media developments in the region and of exploring new potential Russian-speaking markets.

### **Michel Preiswerk will succeed Christopher Bolton as Group Chief Financial Officer as of July 1st, 2007**

L'actuel directeur financier du groupe, Christopher Bolton, a rejoint Edipresse en 1999. Au cours de huit années intensives au service de l'entreprise, il a contribué de manière significative au renforcement de la gestion financière du groupe, ainsi qu'au développement international de ses activités. Après avoir assuré le transfert de ses activités à son successeur, il va mettre ses compétences de gestion reconnues ainsi que ses talents linguistiques au service d'un nouveau projet professionnel et personnel.

Avant de rejoindre Edipresse en octobre 2003, Michel Preiswerk a travaillé chez JP Morgan à New York. Il était en charge des transactions de M&A et de financement pour des sociétés internationales privées et cotées en bourse dans le secteur des médias. Michel Preiswerk a successivement assumé chez Edipresse, les fonctions de responsable de projets stratégiques, secrétaire général et dès 2006, en tant que directeur « Acquisitions and Business Analysis ».

Les trois directeurs nommés ce jour reporteront directement à Tibère Adler, directeur général du groupe Edipresse.

#### **Notes de la rédaction:**

The current group CFO, Christopher Bolton joined Edipresse in 1999. During eight intensive years, he has contributed significantly to the strengthening of the Group's financial management, as well as to the international development of its operations. After having ensured the transfer of his responsibilities to his successor, he will put his well-recognised management skills, as well as his language skills, to use in a new professional and personal project

Before joining Edipresse in October 2003, Michel Preiswerk worked at JP Morgan in New York, where he was in charge of the M&A and financing transactions for international private and public companies in the media sector. At Edipresse, Michel Preiswerk has successively been appointed Strategic Projects Manager, the Group's General Secretary, and since 2006 Acquisitions and Business Analysis Director. The three directors appointed today will report directly to Tibère Adler, Chief Executive Officer of the Edipresse Group.

#### **Editorial notes:**

The **Edipresse Group** is an international media and communications company headquartered in

Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 150 titles and websites, and employs more than 3,500 people. Edipresse is present in 15 countries; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong), Singapore, Thailand and Malaysia.

**Théo Bouchat**, born in 1944 in Moutier, Théo Bouchat began his career as a journalist and went on to broaden the scope of his professional activities to include publishing and management. After working for the German press agency Deutsche Presse-Agentur (DPA) in Hamburg, he was appointed as political Correspondent for the Tribune de Lausanne, in Bern. From there, he went on to co-produce various television programmes for Télévision Suisse Romande (?Table ouverte?, ?Affaires publiques?, ?Tell Quel?) and collaborated on the programme ?Temps Présent?. Appointed Editorial Director for the weekly L'Illustré in 1979, he then became Director of Ringier Romandie, an international Publishing house from 1989 to 1998; when he then went on to join the Edipresse Group. Since then, he has been Director of the Swiss publications and more specifically, since 2002, of the Group Le Matin and Magazines (Femina, TéléTop, TVguide, Bilan and Terre & Nature).

**Zbigniew Napierala**, born in 1945 in Wronki, Poland, holds a Masters in Science and studied International Law at the Adam Mickiewicz University of Poznan. After five years running a concert agency, he entered the media business in 1974 when he became Editorial Director of the Regional TV Station in Poznan. He moved to Warsaw in 1986 and became Editorial Director for a leading channel of the national television network. He was appointed as TV correspondent in London from 1988 until 1991, when he joined the ITI company in Warsaw as Director of their Media Division. In 1993, he was appointed Head of the Publishing House which later became Edipresse Poland.

**Michel Preiswerk**, born in 1970, holds an Engineering degree from the EPFL in Lausanne and an MBA from INSEAD in Fontainebleau. After obtaining business consulting experience with Andersen Consulting, he joined the 'Mergers & Acquisitions' department for the New York merchant bank JP Morgan. Michel Preiswerk has been with Edipresse since 2003, as Strategic Projects Manager, working with the General Management (in particular, corporate acquisitions), became the Group's General Secretary in 2005 and was appointed Acquisitions and Business Analysis Director in 2006.

Group organisational charts (as of 01.05.2007) :  
[Group FunctionsMagazines 2007](#)

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Date et heure de publication : 2007.04.26 0:00