



European Strategic Marketing Team Announcement

World class, inspired, market driven team, focused on optimising customer & shareholder value through responsible, agile delivery of specialist tape solutions

I am pleased to announce that the market responsibilities of the European Strategic Marketing Team have now been confirmed. The team is responsible for two key areas: Marketing Intelligence and Marketing Communications.

Over the past six months, my team and I have been working on market-led tools for the business. In Marketing Communications, we have delivered the corporate brochure and presentation, which has been distributed on a cross-regional and cross-functional level. In Marketing Intelligence, we have converted the requests from the different markets into a pipeline of projects, and we are currently working on the priority projects.

Following on from this effort, and in line with our market driven approach, the team's market responsibilities have now been confirmed. The team's composition ties in with the spirit of "One Scapa", with its members represented across different sites, countries and markets. The responsibilities are:

- Dorota Aladyn
 - o Marketing Intelligence.
 - o Marketing Communications for Medical and Printing & Graphics markets.
 - o Based in Dunstable.
- Andrew McArdle Booker
 - o Marketing Communications for Cable and Industrial Must Keep markets.
 - o Based in Ashton
- Jo Mohan
 - o Marketing Communications for Alternative Energy and Industrial Must Grow markets.
 - o Based in Ashton.

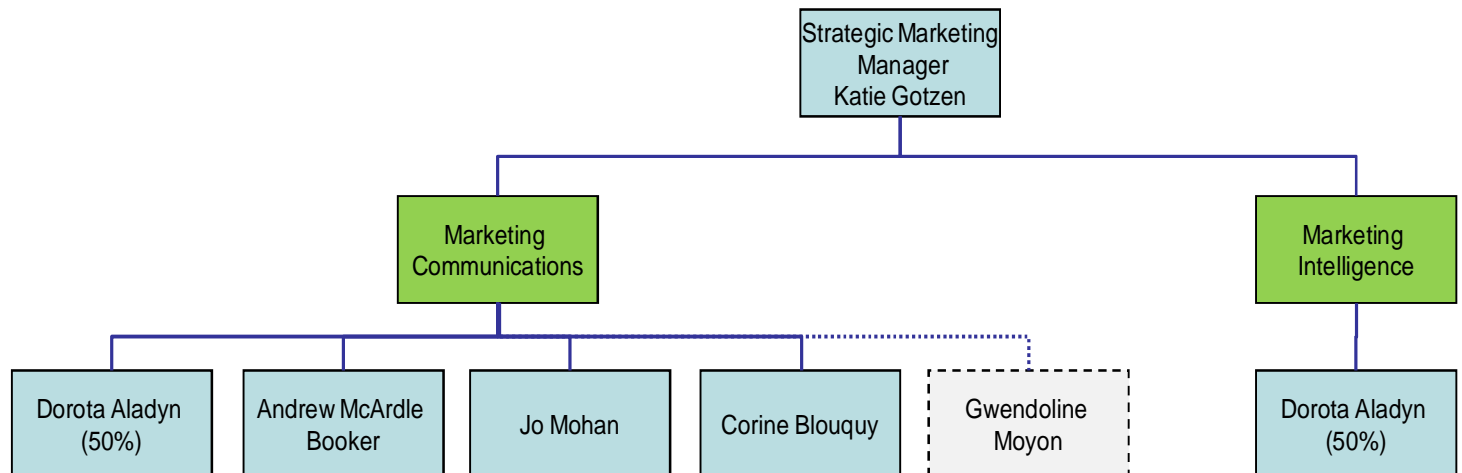


- Corrine Blouquy
 - o Marketing Communications for Smart Cards and Automotive Markets.
 - o Based in Valence.
- Gwendoline Moyon is responsible for BMD and continues to report to Marc Fournier, but has a dotted line into the wider marketing team.

Below is the organigram for the European Strategic Marketing Team.



European Strategic Marketing Team



World Class Tape Solutions

Please join me in wishing the team success.

Katie Gotzen
Global Strategic Marketing Manager