



Press release

1 August 2023

## Grégory Rabuel appointed Barrière Chief Executive Officer

***Joy Desseigne-Barrière and Alexandre Barrière place Grégory Rabuel at the helm of Barrière's General Management.***

Barrière, a century-old French family-owned group steps up its new governance structure by appointing Grégory Rabuel as Chief Executive Officer. Mr. Rabuel takes up his position with immediate effect.

Grégory Rabuel is the former Chairman and Chief Executive Officer of SFR and Altice France. He is tasked with spearheading Groupe Barrière towards growth, development and diversification in its activity, both in France and worldwide.

*"Drawing on his extensive expertise in developing companies within fiercely competitive markets, Grégory will focus Barrière's French and International teams on delivering growth and innovation. We are thrilled to have Grégory on board as we embark on a new entrepreneurial venture", commented **Joy Desseigne-Barrière and Alexandre Barrière, Co-Chairs, Barrière Group.***

*"I am immensely proud to join this French family-owned group with over one-hundred years of history. Under the leadership of Joy and Alexandre, Barrière begins a new chapter. Together with our 7,000 committed and passionate colleagues, I will focus all of my efforts on kick-starting growth momentum to develop Barrière. I am determined to lead Barrière Group towards new horizons that are full of challenge and excitement, while embracing the values upheld by the Barrière family," added **Grégory Rabuel, Barrière Chief Executive Officer.***



## BARRIÈRE

**Grégory Rabuel - Chief Executive Officer of Barriere Group.**



CEO of Altice France and SFR until 2022, Grégory Rabuel, 45-year-old has worked for 20 years in the Telecoms and Media industry, contributing to the development and diversification of one of Europe's leading companies in the sector.

Grégory Rabuel started his career at Bouygues Telecom as business engineer in charge of large corporate accounts, before joining SFR as regional sales director for SFR Business.

In 2009, he was appointed commercial director for Numericable, in charge of BtoB and BtoC activities.

Following the SFR buyout in 2014, he was promoted to CEO of SFR Distribution, which manages a network of 1,000 shops, telesales, and the group's digital business. He joined SFR's executive committee three years later. As BtoC and BtoB director, he managed the group's commercial, marketing, digital, communications and customer service activities.

In 2019, Grégory Rabuel CEO for SFR, which at the time was turning over €10.7 billion, with 25 million customers and 13,000 employees. In 2021, he was appointed CEO of Altice France and its SFR, BFM TV and RMC brands, expanding his responsibilities including media activities.

Throughout his career, he has focused on business development, driven by sales growth, digital and omnichannel transformation, as well as enhancing the customer experience and promoting team engagement.

**In 2023, he joined Barriere Group as Chief Executive Officer with the ambition of accelerating the group's development, diversifying its business activity in France and abroad, and strengthening its position as market leader.**

### Press contact

Emmanuelle Galizzi – +33 (0)6 30 89 19 07 / [egalizzi@groupebarriere.com](mailto:egalizzi@groupebarriere.com)

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

### About Barrière

Chaired by Alexandre Barrière and Joy Desseigne-Barrière, the Barrière group was founded in 1912 by François André and developed successively by Lucien Barrière, Diane Barrière and Dominique Desseigne.



## **BARRIÈRE**

Since its creation, 110 years ago, the Group has developed unmatched offers in the field of high-end leisure activities, based on commitment to operational excellence, quality of service and the French “art de vivre”. Barrière operates 32 Casinos, 1 Gaming Club, 19 luxury hotels located in one-of-a-kind destinations, contributing to their international recognition. The group’s activities also gather over 150 restaurants and bars, including the renowned Fouquet’s on the Champs-Élysées, an iconic French brand dating back to 1899 also established in New York City, in Louvre Abu-Dhabi and Dubai. In addition, the Group offers some 3,500 shows and events every year. Barrière’s turnover was 1.29 billion euros at the end of its financial year on 31st October 2022, and it comprises almost 7,000 employees.

The Barrière brand includes two separate groups of hotels, casinos, and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).