PONANT announces the appointment of Belinda Hindmarsh to succeed Hervé Bellaïche as Group Deputy CEO Global Business

PONANT announces today the arrival of Belinda Hindmarsh as Group Deputy CEO Global Business. Belinda Hindmarsh succeeds Hervé Bellaïche, Group Deputy CEO Sales, Marketing and Communications, who has decided, after 10 years of collaboration and in agreement with PONANT's CEO Hervé Gastinel, to leave the company to turn to new professional opportunities.

Belinda Hindmarsh's appointment will take effect from 1st June 2023. Belinda Hindmarsh, originally from New Zealand, will head up a large team with extended responsibilities. She will be responsible for strategy and product conception, as well as global business development, marketing and communications. A travel expert with over 20 years of experience in the industry, Belinda Hindmarsh has held senior positions at Aer Lingus, Expedia and most recently at CWT (formerly Carlson Wagonlit Travel) where she managed the business development of the hotel division and operations in China. She was previously Executive Vice President and member of the group's Executive Committee responsible for business growth and development.

Belinda Hindmarsh: *"It is an honour and privilege to join PONANT, market leaders in luxury expeditions and cruises across the globe with demonstrated commitment to investing in environmental and social protection. I am delighted to join Hervé Gastinel and the incredible team at PONANT at this pivotal moment in the company's growth trajectory and am confident the team's relentless focus on customer experience and innovation will continue to deliver unforgettable memories for our guests alongside unprecedented business growth."*

Since his arrival in February 2013, Hervé Bellaïche has played a key role in PONANT's expansion. Over the last ten years, the company's turnover has increased seven-fold, positioning PONANT as a reference in the luxury and expedition sector. Hervé Bellaïche contributed to successfully implementing a growth strategy enabling a brand redesign, a move upmarket and international growth particularly in the United States. He was behind the opening of new offices, several acquisitions and conclusions of major strategic partnerships. Hervé and his teams were also invaluable in the way they managed the health crisis, maintaining the trust and relationships with customers, travel agencies and key partners.

Hervé Gastinel, CEO of PONANT: "*I would like to thank Hervé for his professionalism, commitment and the sales results he achieved. His personal qualities, kindness, proactive approach and involvement were essential in driving the company's growth. We are delighted to welcome Belinda Hindmarsh and are convinced she will bring a great deal to our company through her knowledge of the world of travel and her vast international experience. I also want to thank Hervé who will be in charge of the handover and integration of Belinda during the month of June*".

Hervé Bellaïche: "*These years with PONANT have been very exciting at a time of exceptional growth. I had the privilege of building an international, reliable and motivated team who has contributed so much to our success. I would like to thank Hervé Gastinel for his confidence in me and the quality of our collaboration since my arrival. I leave the company with a feeling of having accomplished my duty and wish Belinda and all the teams at PONANT every success in the future*".

Hervé Bellaïche, Belinda Hindmarsh, Hervé Gastinel

ABOUT PONANT ───────────────────────────────────────

Explore to Inspire: explore to better understand, learn, share and protect. PONANT has been committed to more responsible tourism, and purposeful voyages of exploration for 35 years. Aboard a fleet of 13 French-flagged small ships, fitted with the latest environmental technologies, the journey of exploration is always elegant, authentic and inspiring. For more information www.ponant.com