

Press Release

Maarten Coerman new managing director of Roto Smeets

Roto Smeets Group is reconsidering the strategies for the four clusters that make up the Group (Roto Smeets, Senefelder Misset, Roto Smeets GrafiServices and MediaPartners Group). In that context it has been decided to restructure the businesses that make up the Roto Smeets cluster: Roto Smeets Deventer, Roto Smeets Etten, Roto Smeets Weert, Rotopack, De Wit Binders and the Roto Smeets Sales Organisation. These businesses will be brought under the responsibility of a single managing director and a flatter organisational structure will be adopted, thus placing commerce and technology under one responsibility, with plant managers running the individual production facilities. Sales and order management are to be centralised to create higher sales effectiveness.

The new position is a challenging responsibility and requires in-depth knowledge of the industry and our business processes. This has led to the decision to call upon Maarten Coerman, the former managing director of Senefelder Misset. Maarten Coerman left the Group in January this year to pursue his career elsewhere. The Board is delighted that Maarten has expressed his willingness to take up the great challenges that face Roto Smeets. Maarten has a proven track record; he knows the industry well and has gained many years of experience within the Roto Smeets Group in both the commercial and technical areas. For that reason, Roto Smeets Group has every confidence that he will succeed in achieving the goals set within our new strategy. Maarten Coerman will take up his new duties effective today.

Deventer, 10 September 2012

[**Profile**](#)

Roto Smeets Group NV is listed on the NYSE Euronext Exchange, Amsterdam and is one of the leading graphics media businesses in Western Europe. Roto Smeets Group comprises two business lines: Print Productions, which provides efficient, full-service graphics and related services; and Marketing Communications, which produces content-rich media and communications based on a well-conceived communications strategy.