

Javier Pérez de Leza Eguiguren

CEO of Future Retail – www.futureretail.es
Board of Directors Member - Businessman– Adviser

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Professional with 29 years of worldwide experience in retail, consumer goods and Horeca. Internet expert. Skills: Business Strategy, Administration, Marketing, Sales and Operations, Development of New Businesses, Internet, Restructuring, Venture Capital, Refinancing and M&A.

My aim is to maximise shareholder value, by representing them in a proactive way on the Board of Directors and increasing management team value in order to make companies grow and generate wealth.

I am result orientated and a proactive professional. In addition to performing the traditional duties of a Director, I support the management team from the development of a distinct strategy to its implementation in daily activities.

PROFESSIONAL EXPERIENCE

Years	Company	Position	Region	Sales (M€)	Employees	EBITDA (M€)	Δ EBITDA (M€)	Situation
2012-Present	Future Retail	Owner	Spain / Europe	280	3,500	12	0	Restructuring
2009- 2012	Dinosol	CEO –Owner	Spain	1,500	11,000	35	0	Restructuring
2006- 2009	Metro	EVP – ROO	Europe/ World	6,300	15,800	229	75	Growth + Restructuring
2002-2006	Metro	CEO - Country	CS / SK	1,400	5,500	89	74	Growth

CEO and Founder - Future Retail - Investment, Management and Consultancy

Member of the Board:

- Restaurant Sector: CÍA del Trópico - Director. Leading coffee shop chain in Spain. www.compañiadeltropico.es
- Perfume Sector: Bodybell – Director. National Leader in the sale of high perfumery. www.bodybell.com
- Gourmet Food Sector: Conde de Monclova – Director. Premium olive oil manufacturer. www.condedelamonclova.com

Shareholder and Board Member:

- Ice Cream Sector: La Ibense Bornay – Chairman. Handmade and high-quality ice cream manufacturer. www.laibensebornay.com
- New ICT Sector: WSI 'We simplify internet' – CEO. Leader in digital fingerprint management. www.wsifranchise.com

Experience in leading retail companies

- **Executive Vice-Chairman** and **Member of the Board of Directors** METRO.
- **CEO and Shareholder** Dinosol - **Country Manager:** Sam's – Wal-Mart. **Store Manager** – Costco.
- Professional experience in 11 European, South American and Asian countries.
- Expert in successful management, heading teams of up to 25,000 people.
- I have helped members of my management committee to achieve CEO positions in market-leading companies.
- Expertise in almost all retail formats: Hypermarkets, supermarkets, convenience stores, Cash & Carry, warehouse clubs and traditional shops not related to food. Restaurants and cafés.
- Overall understanding of the sector with a career spanning from Store Manager to Executive Vice-Chairman of a Multinational Company. Holistic Profile.
- Experience in the production and distribution of deep frozen and fresh goods.
- Extensive experience in **Venture Capital, M&A and Restructuring**.
- I have received important national and international industry awards.



AWARDS

- Best Retail Executive in Spain. 2009. Actualidad Distribución.
- Best Retail Executive in the Czech Republic. 2004. Ministry of Economy.



LANGUAGES

- English - bilingual
- French - basic



PARTNERSHIPS

- Board Member of the non-profit association '**Deporte y Desafío**'.
- Board Member of the non-profit association '**IE Retail Club**'.
- Teacher and speaker at the San Telmo International Institute, at the IE Business School, and at the Complutense University of Madrid.



HOBBIES

- Triathlon, reading, music, travelling and spending time with my family (I am married and have 3 kids).

EDUCATION

2013 - **San Telmo International Institute**. Seville **ADECA**. Master's Degree in Senior Management of Food Chain Companies

2001- **INSEAD Business School**. Paris. Master's Degree in International Retail

1994-1995 **Politécnica de Cataluña University**. Barcelona MEB. Master's Degree in e-commerce

1985-1990 **Comillas Pontifical University**. **ICADE 2** Madrid. Degree in Business Studies and Economics

2012 - Present

1987 - 2012