

## PRG Retail Group, new Organization launched. Massimo Arioli Chief Operating Officer and Alberto Rivolta leading Textile & Childcare.

Cogliate, 15 September 2022 – Become the first “Kids & Family Hub” in Europe, integrating and enhancing transversal competences and setting up synergies to generate economies of scale on all markets: with this ambition in mind PRG Retail Group – the Italian Group known for the brands Prénatal, Toys Center, Bimbostore, King Jouet, Maxi Toys, FAO Schwarz and Toys R Us Iberia, – is launching the new organizational structure and some important changes of management.

*“The expansion in Europe, demanding most of our energies in the recent years, playing a leading role in some areas and leading us to go over 1 billion turnover in 2021 with a consolidated presence in nine Countries as Family Hub (Italy, France, Spain, Portugal, Greece, Belgium, Netherlands, Luxembourg and Switzerland), opens new perspectives of scale and platform, and calls for new managerial skills to seize the great opportunities ahead” -Amedeo Giustini, CEO at PRG Retail Group.*

The new Organization has **Massimo Arioli** Managing Director and Chief Operating Officer, heading of the newborn Business Units Textile & Childcare and Business Unit Toys, as well as Board member of the main subsidiaries of PRG.

Leading the new Business Unit Textile & Childcare is **Alberto Rivolta**, new entry as CEO at Prénatal SpA, experienced manager from Milan previously Head of Retail at Librerie Feltrinelli, owner of the innovative hybrid/experiential format RED and of the development of digital transformation and omnichannel strategy of the famous publishing company. In his international team is also the Dutch **Rob Van den Noort** who, being appointed as Board Member of Prénatal SpA, adds the responsibility of Group textile & childcare product and synergies to the already played role of CEO at Prénatal Moder en Kind BV (NL).

Finally, the Group is enriched by a significant presence of women at the helm: **Carla Bettazzoli** is appointed as Board member of Prénatal SpA, **Paloma Pérez** is confirmed as CEO at the new acquisition Toys R Us Iberia, and **Roberta Regis** is the new Group Chief Transformation Officer.

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