

James Neuling appointed CEO of Belysse Group NV.

Belysse announces that, as of March 1st 2024, James Neuling (representative of EQIDNA BV), Managing Director for Europe since October 2022, is appointed CEO of the Belysse Group succeeding Cyrille Ragoucy. Mr Neuling will continue to hold his position as MD Europe in parallel. Mr Ragoucy will continue to support the company in his roles as member and Chairman of the Board of Directors of Belysse Group and as an advisor to the management.

The Board stated “With a year of dedicated service within our organization, James has already demonstrated his leadership qualities and his deep understanding of Belysse’s values and objectives. His international background and sales and marketing strength will help Belysse focusing on further developing its business. James is expected to continue focusing on profitability, sustainability, growth through innovation, manufacturing optimization and more agile digital solutions. The Board expresses its full confidence in James’ ability to lead Belysse together with the executive team, Jay Brown (President US) and Andy Rogiest (Group CFO) into its next phase. Cyrille’s continued support and guidance as Chairman of the Board will ensure continued availability of his vast experience. The Board thanks Cyrille for his leadership during the last five years during which he navigated Balta and then Belysse through several challenging circumstances from which the company has emerged stronger and more resilient.”

In statement James Neuling said "I am honoured to take on the role as CEO of Belysse Group and build upon the foundations laid by Cyrille. I am committed to continue focusing on innovation and excellence that defines Belysse, and I look forward to working closely with all stakeholders to drive our company forward."

Cyrille Ragoucy stated "I am proud to welcome James as the new CEO. In the last year, he has proven that his dedication and his commitment to excellence make him the ideal leader to carry Belysse’s vision into the future. As Chairman, I am happy to be able to work with James for the success of Belysse."

For further information, please contact

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ABOUT BELYSSE

Belysse manufactures sustainable textile floor coverings for commercial and residential applications and commercialises its products focusing 90% on North America and Europe under the premium brands Bentley (US), modulyss, arc edition and ITC (Europe). Headquartered in Waregem (Belgium), Belysse employs around 1,100 people and operates three manufacturing sites in Belgium (Tielt and Zele) and the United States (Los Angeles). Belysse realised sales of 337 million euros in 2022 and is listed on the Euronext exchange. (Euronext: BELYS)

JAMES NEULING BIO

James Neuling joined Belysse in October 2022 as Managing Director Europe. He is a seasoned and dynamic executive who brings vast experience from a number of industries where he held senior positions and transformative roles.

He began his career in South East Asia in the Lighting sector where he progressed to be Regional Manager for Zumtobel before moving to Europe for his MBA.

Mr Neuling then joined GE Plastics in a senior commercial role, and then subsequently led the turnaround of GE's European Sheets and Film business.

He then went on to reorganise and divest two global divisions at Rio Tinto Alcan, before taking on senior roles at Mondi Group and Scapa.

In 2017, Mr Neuling was appointed as the Vice President at Beaulieu Flooring Solutions.

Immediately prior to Belysse, he aided Melrose in the divestment of Nortek HVAC to Madison.

Mr Neuling holds a Bachelor's degree in Electrical & Electronic Engineering (University of Adelaide, Australia), a Graduate Diploma in Marketing (Thames Business School, Singapore) and a Master of Business Administration (IMD Business School, Switzerland).

He is a national of Australia, UK and Belgium, and resides in Belgium with his wife and 4 sons.

