



## Recruitment of Vice President Sales EMEA: Breandan Mac Ferran joins Parrot

Paris, April 30<sup>th</sup>, 2008 (5:40pm) - **Parrot, the market leader for wireless mobile phone devices, is delighted to announce the arrival of Breandan Mac Ferran as Vice President Sales Europe, Middle East and Asia (EMEA) at Parrot's head office in Paris. With 30 years experience in sales and marketing for retail electronic products in France and Europe in a number of firms, including Logitech, Navman and Belkin, Breandan Mac Ferran will be taking up his new position on May 5<sup>th</sup>, 2008.**

Breandan Mc Ferran, 53, began his career in the mass retail sector within the Auchan Group, before focusing on new technologies as of 1979, first at Cii Honeywell Bull (French mainframe computer manufacturer), then at Digital, world number one for networked minicomputers at the time (acquired since then by Compaq and HP), where he spent 10 years as head of marketing and distribution channels.

In 1990, Breandan Mac Ferran joined Logitech, where he spent 14 years in key sales positions, with revenues growing from 20 to 600 million euros. Within the world's leading computer input device manufacturer, Breandan Mac Ferran notably served as Sales Director EMEA as well as Region Director on a number of strategic countries (Scandinavia, UK, Benelux, Italy, Spain, Portugal, Switzerland, Austria, MMEA).

Over the last few years, he has been working as Vice President Sales and Marketing EMEA for Navman (m in-car navigation systems) then Belkin (WIFI and USB connectivity). Within these international businesses, his achievements include establishing advanced sales and marketing techniques, tailored to the various regions and combined with high-performance sales forecasting and reporting systems. His contribution to the development of innovative processes for managing key accounts and retail chains has been particularly effective.

Born in Belfast, Northern Ireland, Breandan Mac Ferran has lived in France for over 30 years. In 1978, he graduated with a B.A. honors in international marketing from Thames Polytechnic in London, and has successfully taken the INSEAD Young Managers and Retail Sales Management programs.

**For Henri Seydoux, Parrot's chairman, chief executive officer and founder,** "Breandan is an expert in his field, with considerable experience in sales development, particularly on new products and new markets. He is a man with the highest level of contacts, able to mobilize his teams and capitalize on his network of relations for the distribution of retail electronics worldwide. I am delighted to welcome Breandan Mac Ferran at Parrot".

### ABOUT PARROT

Founded in 1994, Parrot has rapidly established itself as a pivotal global player for wireless mobile telephone accessories. Drawing on its tried-and-tested expertise on voice recognition and signal processing technologies, Parrot was one of the very first companies to produce Bluetooth®-enabled wireless handsfree car kits, having identified this standard's vast potential as early as 1999.

Determined to accompany the mobile telephone's irresistible breakthrough into our day-to-day lives, Parrot has been developing a new range of Multimedia products since 2006, including wireless hi-fi systems and LCD photo frames.

Today, Parrot truly has a major international focus, both in terms of its client base, with 86.6% of sales generated outside of France, and in terms of production, outsourced to carefully selected partners, enabling it to achieve the best possible level of quality and responsiveness. Parrot is now particularly well positioned to capitalize on the bright future opening up for mobile telephone devices.

Parrot has seen sustained growth in its consolidated revenues, which have tripled since 2005. In 2007, Parrot sold over 5 million product units and generated 220 million euros in revenues, up 32% on 2006.

[www.parrotcorp.com](http://www.parrotcorp.com)

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