



Biscuit Holding S.A.S - 27 avenue de l'Opéra, 75 001 Paris, France

## Leon Taviansky Appointed CEO of Biscuit International

**Paris, 12 December 2022** – Biscuit International, a leading European manufacturer of private label sweet biscuits, announced today the appointment of Leon Taviansky as CEO, effective 3 January 2023. Mr. Taviansky will succeed Giampaolo Schiratti, who is exiting after six years with the company.

Biscuit International is a portfolio company of Platinum Equity, which acquired the business in 2020.

Mr. Taviansky was most recently CEO of Global Media & Entertainment's outdoor division ("Global Outdoor"), one of the UK and continental Europe's leading outdoor media companies. Prior to that, he served as Chief Financial Officer of Contego Packaging Group, a provider of containers and other packaging solutions for the food, beverage and healthcare sectors. Global Outdoor's predecessor, Exterion Media, and Contego were both Platinum Equity portfolio companies.

Daniel Madden, a Managing Director at Platinum Equity said: *"Leon is an experienced CEO who has delivered outstanding results in both private and public company settings. We have worked with him for many years and know him to be an exceptional leader, coach and mentor. He empowers divisional management teams and has extensive experience integrating companies that have grown through acquisitions."*

During Mr. Schiratti's tenure, Biscuit International has completed eight acquisitions that have elevated the company's position in the sweet biscuit and bread replacement private label European market. Today Biscuit International has more than 30 production facilities and partners with many of the top retailers across Europe.

Mr. Taviansky said: *"I am excited to join Biscuit International at the start of 2023. The company has an impressive footprint, a diversified and growing portfolio, and talented employees throughout the organization who I am looking forward to working with."*

Mr. Schiratti remains as CEO up until 3 January 2023.

Mr. Madden added: *"We are grateful to Giampaolo for his commitment and vision in building Biscuit International into its current position and for his tenacity and resilience in helping navigate a challenging macro environment over the past three years."*





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### About Biscuit International

Since its creation, Paris-headquartered Biscuit International has been actively pursuing a pan-European consolidation strategy of the private label sweet biscuit market. Following the founding merger between Groupe Poult and Banketgroep in 2016 and the recent acquisitions of A&W Feinbackwaren in Germany, Northumbrian Fine Foods in the UK, Stroopwafel & Co in the Netherlands, Arluy in Spain, Aviateur in the Netherlands, Dan Cake in Portugal and (most recently) Continental Bakeries, Biscuit International has become one of Europe's leading private label biscuit players. The enlarged Group employs over 4,500 people, generates consolidated sales above 1 billion euros and produces over 300,000 tons of biscuits, waffles and bread replacement products from 33 factories in Europe. More than 80% of the business is outside of France. Further information on Biscuit International can be found on its website: [www.biscuitinternational.com](http://www.biscuitinternational.com)

### About Platinum Equity

Founded in 1995 by Tom Gores, Platinum Equity is a global investment firm with more than \$25 billion of assets under management and a portfolio of approximately 50 operating companies that serve customers around the world. The firm is currently investing from Platinum Equity Capital Partners V, a \$10 billion global buyout fund, and Platinum Equity Small Cap Fund, a \$1.5 billion buyout fund focused on investment opportunities in the lower middle market. Platinum Equity specializes in mergers, acquisitions and operations – a trademarked strategy it calls M&A&O® – acquiring and operating companies in a broad range of business markets, including manufacturing, distribution, transportation and logistics, equipment rental, metals services, media and entertainment, technology, telecommunications and other industries. Over the past 25 years Platinum Equity has completed more than 300 acquisitions. Further information on Platinum Equity can be found on its website: [www.platinumequity.com](http://www.platinumequity.com)

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