

Benjamin Lancar
L'Oréal Thailand – Brand General Manager Yves Saint Laurent Beauté
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Mr. Patrice Pischedda, President
Members of the Franco-Thai Chamber of Commerce

March, 4th, 2024

Dear Members of the Franco-Thai Chamber of Commerce,

In agreement with Khun Patrick Girod, CEO of L'Oréal Thailand, Myanmar, Laos and Cambodia, and Khun Onanong Pratakphitiya, Director of Corporate Affairs and Engagement, L'Oréal Thailand, and member of the FTTC Board of Counsellors until 2023, I am glad and humbled to apply for the position of FTTC Counsellor.

After graduating from ENA and working for the French National Audit Office (Cour des comptes) for 4 years, I joined L'Oréal Groupe in 2018 as an internal auditor and then joined Mr. Nicolas Hieronimus, at the time deputy CEO of L'Oréal Groupe, as his chief of staff. Two years later, when he became Group CEO in 2021, I served him as Chief of staff for two and half more years, being in charge of following the works of the Group Exco, our Leadership Team Meetings, transformation and strategic topics and external stakeholders' relations including Investors Relations and Public Affairs.

Pursuing my journey at L'Oréal Groupe out of the Group's HQ, I was delighted to join L'Oréal Thailand in January 2024 serving as brand GM of Yves Saint Laurent Beauté for the Thai market. Our team is made up of about 20 members at the office and about 40 beauty advisors on the ground. Managing an 100% Thai team as well as connecting with Thai consumers and beauty market trends help me learn a lot from this very exciting and promising country for the brand as it is for many French companies.

I worked for 5 months at the French Embassy in Indonesia in 2013 supporting the Ambassador on these topics liaising with Trésor, and all French public bodies at that time. This experience as well as my today's hybrid background between the private and public sectors, and strategic and operational roles really give me a strong motivation to serve the FTTC Board of Counsellors in the two coming years.

If you would do me the honour of electing me, leveraging my knowledge of a multinational group such as L'Oréal Groupe dealing with the short-term and long-term issues of a developing market such as Thailand, I would like to drive the chamber's strategic priorities to support members with strong focus on HR and ESG. Being a team player, I would be humbled to serve the FTTC and its members develop in the future to strengthen the economic ties between both our countries and companies.

Please feel free to contact me with any questions.

Sincerely,

Benjamin Lancar

Benjamin Lancar

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Business Experience

- Since January 2024 **L'Oréal Thailand, Bangkok, Thailand**
Brand General Manager – Yves Saint Laurent Beauté
- In charge of the Brand offline and online activations
- May 2021-Dec. 2023 **L'Oréal Groupe, Clichy, France**
Chief of staff to Group CEO
- In charge of Group's key governance committees including Group Exco and Extended Leadership Team
 - Coordinating Strategic and Transformation Teams
- June 2019-April 2021 **L'Oréal Groupe, Clichy, France**
Chief of staff to Group Deputy CEO, in charge of divisions and digital
- Strategic review of consumer goods and beauty industry
 - Communication strategy including Investors Relations, Internal and External Communication
- Oct. 2018-May 2019 **L'Oréal Groupe, Clichy, France**
Onboarding as an Internal Auditor
- Several assignments in Asia (Philippines, Hongkong) and the USA
- Sept. 2017-Sept. 2018 **Paris 2024 Olympics & Paralympics Public Authority, Paris, France**
Head of staff of the Interministerial Coordinator
- In charge of the economic and social legacy of the Summer Olympics and the public relation of the Coordinator (national and local authorities, companies, civil society, sports world)
- Jan. 2015-Sept. 2018 **Cour des Comptes, Paris, France**
Senior Auditor at the First Chamber (economy, budget and financial sectors) of the French National Audit Office
- Auditing public banks, financial institutions and government fiscal policy

Internships during ENA degree

- April-July 2014 **EURO 2016 SAS, Paris, France**
Executive assistant of the head of the safety and security unit of the football tournament organized in France
- September 2013 - January 2014 **Haut-Commissariat de la République en Polynésie française, Papeete, Tahiti**
Executive assistant of the Representative of the French government in French Polynesia
- January – May 2013 **French Embassy in Indonesia, Jakarta, Indonesia**
Executive assistant of the Ambassador

Education

- Ecole Nationale d'Administration** Public Administration Dec. 2014
- Two-year intensive program combining high-responsibility internships and examinations
- Sciences Po Paris** School of government May 2012
- Master in Public Affairs
- HEC Paris Grande Ecole** School of Management May 2010
- Master in Sciences of Management, Majoring in Finance

- Exchange student at Red McCombs, School of Business
- Studied Global Marketing, Leadership Issues

Activities and Interests

- **Leadership** – Member of the German Marshall Fund Memorial Fellowship Programme (2017-2018)
- **Teaching** – Lecturer at Sciences Po Paris (Public economic policies) since January 2015 and Zhejiang University (China)
- **Politics** – Former Chairman of the majority party (UMP) youth movement in France from September 2008 to November 2012 ; Elected member of the *Conseil regional d'Île-de-France* (Local Parliament - Paris region) from March 2010 to December 2012
- **Running** – 7 marathons (Paris 2015, 2016 and 2017, New York City 2015 and 2018, Berlin 2016 and Stockholm 2022)
- **Fédération Française de Football** – former soccer referee
- **Interests:** Travelling (Asia, America), reading

Skills

Languages - Fluent in French, English, German (notions in Spanish and Italian)