

PRESS RELEASE

Paweł Bajorek Appointed as New CEO of Velvet CARE.

Artur Pielak Moves to Supervisory Board

Warsaw, January 8, 2026 – Velvet CARE announces that after nearly 13 years at the helm of the company, Artur Pielak will assume the role of Member of the Supervisory Board. This decision recognizes his outstanding contribution – during his tenure the company's revenue increased nearly tenfold. Strengthening strategic functions marks a natural next step in further consolidating Velvet CARE's position as a leading paper hygiene products producer. Additionally, Paweł Bajorek will take over as a new CEO. With years of experience in key roles at Mars and Reckitt, his appointment will strengthen Velvet CARE's international expansion and enhance competitive advantage through sustainable development.

Since Velvet CARE's inception, Artur Pielak successfully managed the company, strengthening its market position, expanding the product portfolio, and building long-term, trust-based relationships with business partners. Since 2013, Velvet CARE has grown from a mid-sized Polish company to a regional leader in Central Europe. The Supervisory Board highlights his tremendous contribution to the company's dynamic growth and welcomes him to his new role, expecting continued strategic involvement and support.

Artur Pielak:

"I am proud to have been part of the exceptional Velvet CARE team for over a decade. We have achieved remarkable milestones—growing revenue from just over PLN 200 million to nearly PLN 2 billion and becoming a champion in Central Europe! This success is thanks to the extraordinary Velvet CARE team, whose dedication, commitment, and passion have repeatedly allowed us to 'move mountains.' Velvet CARE now stands at the threshold of new challenges and opportunities. I hand over the wheel to our new CEO, confident that he will lead the company to even greater success. As a member of the Supervisory Board, I will continue collaborating closely with the Management Board. Velvet CARE is about continuous growth—and that will not change."

Simultaneously, the Supervisory Board will appoint Paweł Bajorek as CEO of Velvet CARE. His international experience and growth vision will ensure strategic continuity and enable the company to effectively execute its key priorities: expanding in Central European markets according to sustainable development principles (ESG), strengthening innovation, and building strategic relationships with business partners.

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Paweł Bajorek will formally assume the CEO role on February 1, 2026, but begins working with Velvet CARE immediately. The upcoming month will focus on handover processes and direct familiarization with all entities within the Velvet CARE Group, ensuring smooth management transition and effective implementation.

Paweł Bajorek:

"I am thrilled to join the fantastic Velvet CARE team. Looking at the impressive achievements of recent years, I see this moment not only as an honour but above all as a responsibility. Ambitious goals and an exciting stage of growth lie ahead. We plan to significantly expand production capacity, streamline key processes, enter new markets, and build partnerships with additional business collaborators. All of this is to reach an even wider audience of consumers who will love our products. We are a champion in Central Europe, but this is only a milestone on our path to becoming a true European leader. I thank Artur for his extraordinary work in building Velvet CARE's success and Partners Group for their trust in appointing me as CEO. I am confident that my extensive FMCG experience, combined with the energy, talent, and ambition of the Velvet CARE team, will allow us to achieve our ambitious plans. From the very first day, it is clear to me that the only limit to what we can achieve together is our imagination."

Thierry Bolloré, Chairman of the Supervisory Board of Velvet CARE, commented: *"Artur Pielak has accomplished something remarkable—he has built a leading hygiene products company in Central Europe. Now we aim to leverage his experience at a strategic level. At the same time, we welcome Paweł Bajorek as CEO, who will lead Velvet CARE's international expansion. Exciting years of rapid growth lie ahead."*

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Velvet CARE sp. z o. o. - headquarters in Klucze, registered at the District Court for Kraków - Śródmieście
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