



Xavier Piesvaux new CEO Delhaize

Brussels, September 8, 2017-- Delhaize is announcing that Xavier Piesvaux will be appointed as its CEO, effective September 11, 2017. He will succeed Denis Knoops. Delhaize and Denis Knoops have agreed to separate. Denis will remain available in the coming weeks to ensure a smooth transition.

Xavier Piesvaux has 27 years of experience in the retail sector. Most recently he was Senior Vice President for Walmart East Canada. Prior to that, he served as CEO of Ahold Delhaize brand Mega Image in Romania. During his tenure, he was instrumental in the development of the brand, helping Mega Image grow from 14 stores in 2006 to almost 500 when he left in 2015.

In Xavier, we have found the right successor to make Delhaize the favorite supermarket in Belgium and Luxemburg again. Delhaize remains Ahold Delhaize's leading brand in Belgium with more than 700 stores. Xavier will report to Wouter Kolk, who will join the Ahold Delhaize Executive Committee as Chief Operating Officer (COO) the Netherlands and Belgium. As of January 1, 2019 Wouter will assume the role of COO Europe and Indonesia following the retirement of Pierre Bouchut in 2018.

Xavier Piesvaux said: "I look forward to serving our more than 5 million customers even better, together with more than 30,000 Delhaize associates and our network of affiliates."

Delhaize and Denis Knoops have decided to separate. He will remain available the coming weeks to ensure a smooth transition. Denis has worked for Ahold Delhaize for 25 years, serving the company in a variety of important roles. He was involved with the expansion and commercial development of the Group in Belgium, the United States, and Asia. During the past three years, he was the CEO of Delhaize. He ensured the company remained true to the heritage for which Delhaize has been known for 150 years: healthy and high quality products, a large assortment, fresh and local products and a pleasant shopping experience. Delhaize wishes to thank Denis for his years of passion, dedication and contributions to this company.

Denis Knoops said: "In the past 25 years, I gave my heart and soul for this beautiful company. I wish Delhaize, its associates, and the new CEO Xavier Piesvaux all the best for the future."

For more information:

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