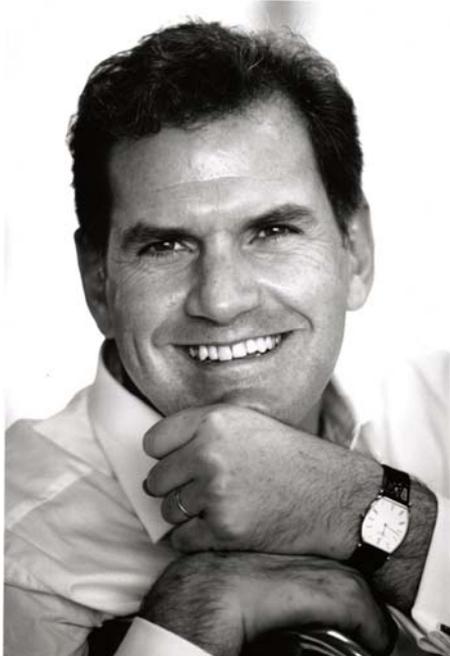


PASCAL CAGNI – General Manager, Vice-President Europe, Middle East, India & Africa (EMEIA), APPLE INC.



Biography

In 2000, Steve Jobs appointed Pascal as the General Manager, Vice President of Apple EMEIA. The Europe, Middle East, India, and Africa region that Pascal oversees includes 122 countries, which account for 33% of Apple's worldwide revenue. With the talented European management team he has built up around him, Pascal has grown revenue in EMEA from 1 to more than 19 billion dollars; and the Apple brand, the Mac, the iPod, the iPhone, and now the iPad, have enhanced their iconic status across the region. Apple EMEIA has for several years been the fastest growing region within Apple Worldwide.

Pascal conducted a complete review of the supply/demand balancing process and successfully re-engineered Apple's "go to market strategy" into a truly multi channelled distribution network. This strategy encompassed numerous company wide core projects, widening Apple's distribution in Europe from 1400 to 40,000+ point of sales, including the deployment of 1,400+ high quality outlets (Apple Premium Reseller network), the opening of multiple Retail Chain partnerships (including Apple Shops and Inline tables roll out) whilst deploying and growing Apple's own Online Store.

The geographic deployment of Apple in Central Europe, Middle East, India, and Africa (CEMEIA) led by Pascal resulted in multiplying by five Apple's revenue in this region over four fiscal years and serves as a model for accelerating Apple's expansion in the emerging markets (BRIC's countries) and is now leveraged in India, transferred in October 2008 to Pascal's region.

Previously Pascal Cagni was with Packard Bell Europe for 5 years playing a critical role in establishing new manufacturing facilities and operations while creating a truly successful pan European marketing and sales organization. He led Packard Bell as Vice President Europe, to become the main Division of a newly created NEC Computer International following successful mergers (Zenith Data System, Brett) and joint ventures (NEC Computers). Packard Bell had 50 employees for a revenue of less than 100M\$ when Pascal joined. In 5 years, he participated in the creation of 1,500 jobs in Angers. Pascal's energetic management and operations talent dramatically boosted Packard Bell Europe: the company managed to reach 12% market share, growing at three times the industry rate, gaining the number one position in the European Home Computer market, with a Revenue above \$1,2 billion.

For 8 years prior to this, Pascal Cagni held several management positions in different European locations with Software Publishing Corp. (SPC), publisher of Harvard Graphics and Superbase software. Pascal was not even 30 years old when he created the French subsidiary of SPC, rapidly taking over the direction of Southern Europe based in Arena, Nice. Before this, Pascal had participated in Compaq France's incredible growth. Compaq US was then the youngest company to join the "Fortune 500" US.

Pascal discovered within the computer market a stimulating challenge, and a real passion that has driven him for nearly twenty years. Upon his return from the Silicon Valley where he worked for Credit Lyonnais bank as a financial analyst, Pascal worked as a consultant focusing on several pan-European assignments with the leading Management Consultants firm Booz, Allen & Hamilton.

Focus, simplicity and scalability whilst acting rapidly are the motto of Apple's General Manager, Vice-president Europe Middle East and Africa.

Pascal is a founding member of the European Executive Council (EEC), a think-tank comprising of European leaders of non-European companies set up to discuss developmental strategies and integration into the European market.

Having been on the board of directors of Egg Banking Plc, the world's leading digital banking and financial services provider owned by Prudential, UK's largest insurance company, he is now on the board of the Banque Transatlantique, the Private Bank of the Credit Mutuel / CCF group and an independent Director of Atari/Infogrames.

Pascal has been for several years involved in activities promoting Sustainable Development including amongst other things support to Al Gore's conferences on Climate Change in Europe and personal involvement alongside Yann Arthus-Bertrand in his foundation GoodPlanet.org and his related projects (6 Billion others, HOME, etc.).

He is Knight of the French Order of Merit.