

14 October 2022

## **Comptoir Group plc**

("Comptoir", the "Company" or the "Group")

### **Appointment of new Chief Executive Officer**

Comptoir Group Plc (AIM: COM), the owner and/or operator of Lebanese and Eastern Mediterranean restaurants, is pleased to announce the appointment of Nick Ayerst as Chief Executive Officer, effective from 17 October 2022.

Mr Ayerst brings more than 30 years' experience in the hospitality industry and was previously Managing Director of LEON, the UK's leading healthy fast-food chain, where he was brought onboard in 2020 to re-structure LEON's operational model, investing in technology and increasing efficiencies and to develop growth strategies including LEON's Drive-Thru model and franchising partnerships.

Prior to his role at LEON, Mr Ayerst spent 15 years in leadership roles at The Restaurant Group, the UK's largest listed restaurant company, where he was a member of the TRG Executive team. Between 2013 and 2020, Mr Ayerst was Managing Director of TRG Concessions, which operates restaurants, bars and QSR outlets in airports, stations, shopping centres and Hilton Hotels, where he implemented short- and long-term growth opportunities, more than doubling revenue and profit, and oversaw the opening of 45 new sites.

Mr Ayerst will take over from Mr Jean-Michel Orioux, who has been interim CEO since August 2022. Mr Orioux will revert to his role as independent Non-Executive Director.

The appointment of Mr Ayerst, along with the recent appointments of Beatrice Lafon and Jean-Michel Orioux as independent Non-Executive Chair and independent Non-Executive Director respectively, significantly strengthens the senior leadership team as the Company seeks to accelerate its growth trajectory, investing in the brand and customer experience, accelerating the opening of new restaurants and exploiting opportunities in franchising and wholesale.

#### **Nick Ayerst, incoming Chief Executive Officer, commented:**

*"I am joining Comptoir Group at an exciting time for the Company. The strength of the Comptoir brand, talented team and vision of the new Board to grow the business and deliver a best in class offering for its guests make this a great opportunity. I see tremendous potential for the Company to grow and capture market share and I look forward to building on Comptoir's success."*

#### **Beatrice Lafon, Chair, added:**

*"We are excited to welcome Nick to Comptoir Group as our new Chief Executive*

*Officer. Nick brings over 30 years' relevant experience in the sector, with the combination of skills and energy to lead the business through Comptoir's next strategic growth phase."*

Ends

**Contacts:**

**Comptoir Group plc**

Beatrice Lafon, Non-Executive Chair  
Jean-Michel Orioux, Interim CEO  
Michael Toon, FD

via Camarco

**finnCap Ltd (Nominated Adviser and Broker)**

Simon Hicks

0207 220 0500

**Camarco (Media Contact)**

Jennifer Renwick  
[jennifer.renwick@camarco.co.uk](mailto:jennifer.renwick@camarco.co.uk)  
Ed Gascoigne-Pees  
[ed.gascoigne-pees@camarco.co.uk](mailto:ed.gascoigne-pees@camarco.co.uk)

0203 757 4994

0203 757 4984

**Notes to Editors**

**About Comptoir Group**

Comptoir Group PLC owns and operates 27 Lebanese restaurants, six of which are franchised, based predominately in the UK. The flagship brand of the group, Comptoir Libanais, is a collection of 21 restaurants located across London and nationwide, including cities such as Manchester, Bath, Leeds, Birmingham, Oxford and Exeter.

The name Comptoir Libanais means Lebanese Counter and is a place where guests can eat casually and enjoy Middle Eastern food, served with warm and friendly hospitality, just like back home.

The Group also operates Shawa, serving traditional shawarmas through a counter service model in Westfield and Bluewater shopping centers, Yalla-Yalla with branches near Oxford Circus and in Soho, and entertainment venue Kenza, located in Devonshire Square, London.

The group has expanded internationally with its franchise partners HMSHOST, with restaurants in the Netherlands, Qatar and Dubai.

**Further information required to be disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies is set out below:**

Full name:	Nicholas John Ayerst
Age:	56
Shareholding in the Company:	None

Current directorships and partnerships: Tres Corazones Ltd  
Ayerst Consulting Ltd  
Historic directorships and partnerships in previous 5 years: TRG Concessions Ltd

Save as disclosed above, there are no other disclosures required in relation to paragraph (g) of Schedule 2 of the AIM Rules for Companies.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

BOAGLBDGUDBDGDS  
Anonymous (not verified)  
Directorate Change  
33034029  
A  
Fri, 10/14/2022 - 07:26  
LSE RNS  
Executive Changes  
COM