



Press release

For Immediate Release

BEL CANADA GROUP ANNOUNCES THE APPOINTMENT OF MICHAEL SIMONEAU AS PLANT DIRECTOR AND VIVIANE GUAN AS VICE PRESIDENT, FINANCE

MONTREAL, October 14, 2026 – Group Bel Canada is proud to announce the appointment of Michael Simoneau as Plant Director at its Sorel-Tracy facility, as well as the promotion of Viviane Guan to Vice President, Finance. These appointments are part of the organization's ongoing evolution and aim to support operational continuity and continued growth in Canada.

Employee development is a key driver of sustainable performance within the company. Bel Canada believes in supporting its employees' professional growth and recognizing their potential. These appointments demonstrate this commitment.

Currently serving as CFO of Bel Canada, Michael Simoneau will assume leadership of the Sorel-Tracy plant effective November 2. With more than 25 years of experience, he brings an in-depth understanding of the organization, along with extensive expertise in operations, supply chain management, finance and manufacturing environments, gained in both Canada and the United States.

Viviane Guan will succeed Michael as Vice President, Finance. A member of the Bel Canada team since 2007, she has made significant contributions to the growth and evolution of the Canadian subsidiary through several organizational transformations. In her new role, she will lead the entire Canadian Finance team and join the executive leadership team.

“These appointments reflect the depth of the talent within Bel Canada and our commitment to empowering leaders who have a deep understanding of our organization to support its continued evolution. At Bel, we believe that employee development can also take place across functions, allowing our people to grow through different roles and opportunities within the organization,” said Cristine Laforest, CEO, Group Bel Canada.

About Group Bel Canada

Winner of a prestigious award from the France-Canada Chamber of Commerce, Group Bel Canada is a subsidiary of Bel Group, a mission-driven company, the world leader in branded cheeses and a major player in the healthy snacks market with distribution in nearly 120 countries. Created in 2005 to support the Group's activities in Canada, the subsidiary now employs more than 300 people, including approximately 185 at its factory, contributing to the Group's mission of offering healthier and more responsible food for all. Its Boursin® and The Laughing Cow® brands are produced under contract with local partners, and Babybel® is produced at the Sorel-Tracy plant. In total, 90% of cheese products are now produced in Canada. Since 2025, Group Bel Canada has also added the GoGo squeeZ® brand to its portfolio. For more information, visit <https://www.bel-canada.ca/en/>. To learn more about Bel Group, visit <https://www.groupe-bel.com/en/>.

Information :

Marie-Lise Mormina

mlmormina@national.ca

514-771-2242