



Caesarstone Announces New Appointments to Leadership Team to Strengthen Marketing and Drive Technological Transformation

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MP MENASHE, Israel--(BUSINESS WIRE)--Apr. 15, 2019-- [Caesarstone Ltd.](#) (NASDAQ:CSTE), a leading developer and manufacturer of high quality engineered quartz surfaces, today announces two appointments to its global management team as the Company enters its next phase of growth – **Ms. Rinat Efrima** as the new **Global Chief Marketing Officer (CMO) and Managing Director for Israel**, effective July 1st, 2019; and **Ms. Suzie Roth** as the new **Chief Information Officer (CIO)**, effective June 1st.

“The appointments are a natural extension of our ongoing efforts to stimulate further growth in key markets,” commented **Mr. Yuval Dagim, the Caesarstone Chief Executive Officer**. “By adding some of the best talent to lead our efforts, we believe we will be well-positioned to effectively address the opportunities we see in our markets. Rinat and Suzie both have proven abilities that will contribute significantly to executing our strategy and objectives. I welcome them both to the management team and look forward to further building Caesarstone’s global market reach.”

Ms. Rinat Efrima stated, “I am delighted to join Caesarstone at this exciting time in the Company’s evolution. I look forward to leading a dynamic, innovative, consumer-centric strategy that will drive sustainable growth.”

Rinat Efrima has twenty years of extensive leadership, operational, and marketing experience with global standards in delivering strategy, innovation, best-in-class brand activation, and digital acceleration. She moves to Caesarstone from Kimberly-Clark Corporation (NYSE:KMB) following nine years in three progressive roles, culminating in Business Sector Leader for Europe, Middle East, and Africa (EMEA). At Caesarstone, Ms. Efrima will be responsible for building and implementing a long-term business and marketing strategy to enable accelerated growth for the organization. Furthermore, she will manage the Company’s business in Israel.

Ms. Suzie Roth stated, “I am thrilled to join Caesarstone. I look forward to further empowering the management, bringing new technology-driven approaches and an improved digital experience for our customers, business partners, and employees.”

Ms. Roth has over two decades of experience in Information Technology in global companies such as Intel, Kodak, and Amdocs. Immediately prior to joining Caesarstone, she held the Head of Global Business Application position at Netafim. At Caesarstone, Ms. Roth will oversee the Company’s ongoing digital transformation including retail and sales technologies, information security, global infrastructure, legacy systems and new additions.

About Caesarstone

Caesarstone is a concept and lifestyle-driven company with a customer-centered approach to designing, developing, and producing high-end engineered quartz surfaces used in residential and commercial buildings. Caesarstone® products offer superior aesthetic appeal and perfected functionality through a distinct variety of colors, styles, textures and finishes used in countertops, vanities, wall cladding, floors, and other interior surfaces. Marked by their inherent longevity characteristics such as non-porousness, scratch and stain resistance, and durability, the company’s product umbrella offers a highly desirable alternative to other surfaces. Strong commitment to service has fostered growing customer loyalty in over 50 countries where the four distinct Caesarstone product collections are available: Classico, Supernatural, Metropolitan and Concetto. For more information please visit our website: www.caesarstone.com.

Forward-Looking Statements

Information provided in this press release may contain statements relating to current expectations, estimates, forecasts and projections about future events that are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to the Company’s plans, objectives and expectations for future operations, including its projected results of operations. These forward-looking statements are based upon management’s current estimates and projections of future results or trends. Actual results may differ materially from those projected as a result of certain risks and uncertainties. These factors include, but are not limited to: the strength of the home renovation and construction sectors; intense competitive pressures; the outcome of silicosis and other bodily injury claims; regulatory requirements relating to hazards associated with exposure to silica dust; manufacturing of existing products and managing required changes in production; economic conditions within any of our key existing markets; changes in raw material prices; fluctuations in currency exchange rates; the success of our expansion efforts in the United States; unpredictability of seasonal fluctuations in revenues; delays in manufacturing if our suppliers are unable to supply raw materials; and other factors discussed under the heading “Risk Factors” in our most recent annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. These forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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