

## FOR IMMEDIATE RELEASE

# KOROYD announces leadership reorganisation to continue propelling innovation and growth

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MONTE CARLO, MONACO (February 6th, 2025) – KOROYD® - the pioneering force in advanced impact technology, announces a strategic reorganisation of its leadership team to reinforce its commitment to innovation and accelerate sustained growth across all sectors.

As part of this evolution, Piers Storey steps into the role of Managing Director, and Graham Sours takes on the position of Commercial Director. This refined leadership structure is designed to sharpen KOROYD's focus on innovation, agility and sustainable growth - ensuring we continue to set the benchmark in impact protection while delivering an outstanding customer experience at every touchpoint.

Piers brings deep expertise in innovation and operational excellence to his role as Managing Director. His focus will be on delivering KOROYD's ambitious vision for growth, ensuring our pioneering technologies continue to set new standards. By aligning research and development with strategic goals, streamlining operations, and fostering a collaborative culture, Piers will help drive KOROYD's next phase of evolution. "At KOROYD, we are driven by a mission to fuse innovation with a human-centric approach, delivering advanced protective solutions that set new industry benchmarks," said Storey. "I am committed to building on our 15-year legacy and bringing our ambitious roadmap to life.

With extensive experience in sales leadership, business development and forging strong brand partnerships, Graham will focus on strengthening relationships, expanding our global reach and driving commercial success across the business. As Commercial Director Graham will spearhead initiatives to expand KOROYD's presence across all five of our key segments: sports, motorsports, industrial, defence and family. "KOROYD's ability to combine cutting-edge technology with tailored solutions that enhance safety and performance for diverse industries sets us apart," Sours remarked. "I look forward to enhancing our global presence and delivering exceptional value to our brand partners and end users."

This reorganisation builds on KOROYD's growing momentum, driven by key milestones such as our investment in a state-of-the-art laboratory to advance safety testing and innovation. Once complete this facility will not only advance safety testing, but also go beyond industry norms by incorporating cutting edge equipment which will enhance the user experience for end users by improving comfort, reducing heat build up and minimising fatigue. This unique approach strengthens our ability to drive future growth through advanced research breakthrough innovations and deeper collaboration with our brand partners. Alongside this, our team continues to grow and we are expanding our presence across all five sectors, ensuring our technology reaches more applications where safety and performance matter most.

"These appointments reinforce KOROYD's relentless drive for innovation and commitment to advancing safety and performance," said John Lloyd, Founder and CEO of KOROYD. "Piers and Graham bring deep expertise and a shared vision with our leadership team for continued expansion. Leading their respective domains, we are well-positioned to drive growth and redefine what's possible in impact protection."

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[KOROYD](#) is dedicated to engineering a safer tomorrow. Its tireless pursuit of smarter, safer and more sustainable protective solutions underpins its 95 granted patents and award-winning innovations. From its original, transformative impact absorption technology, to the leading-edge safety solutions under development in its state-of-the-art laboratory, KOROYD offers scientifically researched, rigorously tested and user validated integrations to brand partners, with optional full-scope design and development consultancy. Since our incorporation 15 years ago, we have achieved continuous growth year after year, reinforcing our position as the leader in impact protection. KOROYD is engineered for advanced protection and designed for peace of mind.

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