

## Out of Home Media

Algeria  
Angola  
Argentina  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
Iceland  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

## François-Xavier Pierrel appointed Chief Data Officer of JCDecaux

**Paris, 5<sup>th</sup> of November 2018** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that François-Xavier Pierrel has joined the Group as Chief Data Officer (CDO) on 5<sup>th</sup> November 2018. He will supervise the Data Division with the assistance of the Data Scientists, Data Analysts and Data Engineers teams. These will also soon be strengthened with new members following recruitment that is currently in progress.

François-Xavier Pierrel is 43 years old and holds a Masters II degree in Brand Strategy and an Executive MBA in Management and Communication from CELSA, as well as a Masters in International Procurement and a technical degree in Marketing.

He began his career in the telecoms industry in 2000, working in the sales departments at 3com, Panasonic and Chicony. For nearly ten years, his various roles allowed him to contribute to each of these companies' digital transition.

François-Xavier Pierrel joined Microsoft in 2011 as Head of Adtech solutions for France and Benelux. In 2013, he joined Facebook as Head of Marketing Science for Southern Europe, before taking over as Global Director Data, CRM & Social for Renault in 2017.

The Data Division was created in May 2018 and reports to the JCDecaux Executive Board. It operates at an international level to transform outdoor advertising and the company by drawing on data collection, analysis, modelling and use. By placing data at the heart of its processes, the Group aims to develop more innovative and contextualised solutions for all JCDecaux's partners: advertisers, agencies, cities, airports, transport operators, etc.

As an expert in using data to transform businesses, François-Xavier Pierrel - supported by his team - is responsible for:

- strengthening the Group's global data strategy to deliver growth, taking into account each country's specific features;
- rolling out this strategy while observing security and personal data protection rules (such as the EU GDPR), working with both IT and legal teams as well as all departments concerned;
- instilling a data-centric corporate culture.

François-Xavier Pierrel is based in Neuilly-sur-Seine.

### Key Figures for JCDecaux

- 2017 revenue: €3,493m\*, H1 2018 revenue: €1,643m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,243,470.83 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

# JCDecaux

- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees

*\* Restated from the retrospective application of IFRS 15, applicable from January 1<sup>st</sup>, 2018*

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