

MEDIA RELEASE

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JCDecaux announces new senior sales leader appointments in Melbourne

Leading Out-of-Home media company JCDecaux today announced the appointment of media industry specialists Kristian Muhllechner and Rob Sloan to the joint role of State Sales Directors, Victoria. The combined roles will see the pair lead the Melbourne team after acting in the position for much of 2020. The announcement completes JCDecaux's national sales leadership team.

Muhllechner has more than 17 years' experience in the Out-of-Home sector. In addition to major agency experience, he has worked across the direct and independent agency portfolio.

Commenting on his promotion, Muhllechner said: "It's a really interesting time to be in the Out-of-Home industry as we develop new solutions and ways of working with our clients to continue to deliver authentic audiences and brand experiences. It is a challenge that both Rob and I are excited to dive into as we know that the business is committed to changing the industry conversation in 2021."

Sloan has spent 20 years in sales roles, 17 of those in the media industry. Joining JCDecaux in 2020, he brings a depth of sales experience to the business and has demonstrated experience building high performing teams and culture.

"The first year of my tenure at JCDecaux has seen significant positive change in a challenging operating environment. I look forward to building on the strong foundations of our Melbourne team culture leading the team alongside Kristian and localising the company's strategic plans for the Melbourne market. We will deliver fresh thinking and innovation to the Out-of-Home landscape and an exceptional experience for our advertising partners and our people in the year ahead," Sloan said.

JCDecaux Chief Executive Officer, Steve O'Connor, said: "2020 was a year of transformative re-prioritisation for the JCDecaux business, as we adapted to shifting requirements for advertisers, audiences and our partners. We used the time to redefine a winning strategy while continuing to invest into areas of the business that deliver the best results for our customers. JCDecaux has a significant footprint in Melbourne and we are committed to ensuring we have the right people in the right roles to lead the recovery in 2021, and the appointment of these two roles is testament to this."

JCDecaux General Manager Sales, Oliver Newton, said: "In what was an extraordinary year, Rob and Kristian have demonstrated an untold amount of passion for brands to engage in Out-of-Home, and we look forward to leveraging the experience and insight from these two exceptional sales practitioners as we shift gears in 2021. Their collective experience and strengths are very complementary and sets our Melbourne team apart."

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About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key Figures for JCDecaux

- 2020 revenue: €2,312m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good, MSCI and CDP (Climate Change) rankings
- 1,061,630 advertising panels worldwide
- N°1 worldwide in street furniture (517,800 advertising panels)
- N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)
- N°1 in Europe for billboards (136,750 advertising panels)
- N°1 in outdoor advertising in Europe (636,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)
- N°1 in outdoor advertising in Latin America (69,490 advertising panels)
- N°1 in outdoor advertising in Africa (22,760 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,510 advertising panels)

