

**MEDIA RELEASE**

**JCDecaux announces Oliver Newton as General Manager – Sales for Australia**

November 29, 2018

JCDecaux Chief Commercial Officer Max Eburne today announced the appointment of Oliver Newton as General Manager – Sales for JCDecaux Australia.

Newton was previously National Sales Manager at JCDecaux and in his new role, Newton will lead the expanded JCDecaux agency and direct sales teams, following the integration of APN Outdoor, across Sydney, Melbourne, Brisbane, Adelaide and Perth. He will be responsible for overseeing client relationships, agency sales and trading.

Newton has more than 12 years experience in sales and joined JCDecaux in 2006 as Business Development Manager. Since then, he has worked in various sales management roles for the leading Out-of-Home company.

He will report to Eburne, who was named earlier this month as JCDecaux's Chief Commercial Officer, focusing on all advertiser and agency revenue. Eburne is part of the new leadership team for the combined JCDecaux and APN Outdoor businesses, following the successful closing of the APN and JCDecaux deal on October 31<sup>st</sup>.

"Olly is a passionate and dedicated sales leader within the JCDecaux business and has a rare talent for identifying exactly what advertisers and agencies want. He has a proven capability in building strong, progressive and service-oriented sales teams that will help us realise the amazing opportunity that lies ahead of us," Eburne said.

Commenting on his promotion, Newton said: "This is an exciting period for JCDecaux Australia as we bring our combined JCDecaux and APN Outdoor offer to the market. I'm really looking forward to working with talented people from both companies as we launch our new solutions to the advertising market in 2019."

Newton's appointment is effective immediately.

**For more information and interview requests please contact:**

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## About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 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 business includes street furniture and transport advertising. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

## Key figures

- 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)
- 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