

## **MEDIA RELEASE**

**04 September 2019**

### **JCDecaux Head of Trading and Sales Operations, Cassandra Cameron, promoted to Executive Leadership Team**

JCDecaux Australia & New Zealand CEO, Steve O'Connor, today announced that Cassandra Cameron, the Out-of-home company's Head of Trading and Sales Operations, has been promoted and will join the Executive Leadership Team (ELT). Cameron's appointment on the ELT is effective immediately.

Having held a similar role at APN Outdoor, Cameron leads an expanded JCDecaux Trading and Sales Operations team responsible for the design and execution of the company's revenue strategy as well as providing commercial insights, revenue analytics and modelling.

"Cassandra has been a tremendous asset to the business and her elevation to the Executive Leadership Team will provide us with additional knowledge from the sales operations and trading area as well as her broader business acumen and commercial foresight," O'Connor said.

"We look forward to welcoming Cassandra to the ELT and her counsel in aiding the success of the company as we navigate significant change and growth over the coming years."

Commenting on her promotion, Cameron said: "This is an exciting opportunity for me. I am thrilled to be joining such an experienced leadership team at a time of great possibility and growth for JCDecaux Australia and New Zealand."

Cameron joins O'Connor, Chief Operating Officer Andrew Hines, Chief Financial Officer Brendan O'Neil, Chief Commercial Officer Max Eburne, Chief Marketing Officer Essie Wake, NZ Country Head Mike Watkins, General Manager Finance David Watkins and Director of Government & Public Relations Tess Phillips on the Executive Leadership Team.

ENDS

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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 FY18, JCDecaux reported revenue of approximately €3,619 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, plus following its recent acquisition of APN Outdoor in Australia and New Zealand an additional 40,000 assets spanning airports, rail, transit, static and digital billboards.

## Key figures

- 2018 revenue: €3,619m
- 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 (526,350 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 275 contracts in metros, buses, trains and tramways (365,950 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (646,270 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,620 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,058,830 advertising panels in more than 80 countries
- Present in 4,031 cities with more than 10,000 inhabitants
- 13,030 employees