

MEDIA RELEASE

25 February 2019

Australia's leading Out-of-Home company JCDecaux announces new sales and marketing leadership structure

Australia's leading Out-of-Home company JCDecaux today announced its new sales and marketing leadership structure that will offer advertisers a client-centric 'single point of contact' access and in-depth experience across JCDecaux's expanded product portfolio.

Following the acquisition of APN Outdoor in Australia and New Zealand in 2018, the new JCDecaux team will represent more than 40,000 advertising assets across five key product areas - Billboards, Street Furniture, Transit, Rail and Airports.

The sales team is led by Chief Commercial Officer, Max Eburne and Chief Marketing Officer, Essie Wake leads the marketing team. Working closely with Eburne is General Manager – Sales, Oliver Newton, who takes responsibility for all agency, client and trading activities.

The team comprises 11 new roles including six state directors and five group roles.

Commenting on the new structure JCDecaux Chief Commercial Officer, Max Eburne, said: "Our vision is to maximise ease-of-access for advertisers, while delivering greater sophistication, innovation and creativity than ever before. Media agencies will benefit from dedicated teams comprising sales representation, data and insights expertise, creative inspiration and trading resources, representing all assets within the JCDecaux portfolio."

JCDecaux General Manager – Sales, Oliver Newton, said: "We have assembled the best sales team in the country who appreciate the current needs of advertisers and media agencies. We have listened to what the market clearly wants and as a result we are enabling agencies to have one point-of-contact, provide one brief and receive one response. We believe this client-centric strategy will help our advertising partners efficiently achieve their desired business outcomes and also be a key differentiator in the Out-of-Home market."

JCDecaux Chief Marketing Officer, Essie Wake, said: "Our new marketing team is committed to cementing the JCDecaux brand and its global market leadership position in the Australian and New Zealand markets, as well as working hand in hand with the sales team to deliver the most outstanding and strategic Out-of-Home solutions and in-depth audience insights through data analytics."

The new Sales Directors are:

- New South Wales - **John Harris** (previously State Sales Manager at JCDecaux)

MEDIA RELEASE

25 February 2019

- Victoria - **Daniel McConochie** (previously Victoria Sales Director at APN)
- Queensland - **Chris Perera** (previously Queensland Sales Director at APN)
- Western Australia - **Phil Dada** (previously WA Sales Director at APN)
- South Australia - **Russell Bilsborow** (previously SA Sales Director at APN)
- National Direct & Independent Agencies - **David Pullinger** (previously NSW Sales Director at APN).

The other sales and marketing leadership team includes:

Cristina Smart - Head of Data Innovation & Audience Insight, who oversees the expanding national Insights team for strategic sales support, and manages a team of data analysts with a firm eye on future data innovation and development.

Ashley Taylor - Head of Creative Solutions, who leads the expanded Creative Solutions team to deliver inspiring and award-winning creative executions for advertisers.

Cassandra Cameron - Head of Trading and Sales Operations – who leads an expanded JCDecaux Trading team responsible for the management, optimisation and transactions of JCDecaux inventory, as well as providing commercial insights, revenue analytics and modelling.

Lucinda Milton - Business Director ANZ - JCDecaux Airports – who leads a dedicated JCDecaux Airports team focused on engaging domestic and international brands across the premier airports of Australia and New Zealand.

Marie Norman - Head of Product and Brand Marketing – who leads a newly created team of product marketing specialists and is also responsible for brand strategy and creative services.

All appointments are effective immediately.

ENDS

For more information, please contact:

MEDIA RELEASE

25 February 2019
Rochelle Burbury
Third Avenue Consulting
0408 774 577
Rochelle@thirdavenue.com.au

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 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 its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. 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

- Key Figures for JCDecaux - 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 (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