

## **MEDIA RELEASE**

14 April 2021

### **JCDecaux strengthens its commitment to advertiser and media agency partners, promoting Oliver Newton to Chief Sales Officer**

Leading Out-of-Home media company JCDecaux today announced the promotion of Oliver Newton to Chief Sales Officer. This promotion is part of a suite of initiatives to ensure that customer success is at the heart of JCDecaux, strengthening areas of the business to deliver unrivalled customer experience and drive positive business outcomes for brands.

Newton's new role also recognises the breadth of customers that partner with JCDecaux. While JCDecaux continues to build long-term relationships with media agency partners, Newton will also grow advertiser and direct advertiser relationships, as well as taking overall responsibility for the JCDecaux Nurture program aimed at providing support for Australian start-ups.

In his new role, Newton will lead the JCDecaux agency and direct sales teams across Sydney, Melbourne, Brisbane, Adelaide and Perth, responsible for driving deeper engagement with media agencies and advertising partners in an increasingly progressive and sophisticated Out-of-Home marketplace.

Newton, who was previously General Manager of Sales, has more than 15 years' experience in sales and joined JCDecaux UK in 2006 as Business Development Manager, before joining JCDecaux Australia in 2010.

JCDecaux Chief Commercial Officer, Max Eburne, said: "Olly is a passionate and dedicated sales leader with 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 continue JCDecaux's success in realising the amazing opportunities that lie ahead of us."

Commenting on his promotion, Newton said: "I am incredibly honoured to take on the role of Chief Sales Officer, ensuring that we deliver exceptional client service and have customer success at the heart of everything we do. We have a fantastic sales team across Australia at JCDecaux and I look forward to leading them to greater success."

Newton's appointment is effective immediately.

**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 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

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 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 index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)