

## SOLOCAL GROUP ANNOUNCES THE FINALISATION OF ITS NEW MANAGEMENT TEAM TO IMPLEMENT THE “SOLOCAL 2020” TRANSFORMATION PROJECT

- **FREDERIC OBALA, CHIEF MEDIA, PRESENCE & CONTENT OFFICER**
- **AMAURY LELONG, CHIEF ONLINE ADVERTISING, DATA AND NEW PRODUCTS OFFICER**
- **PHILIPPE DE BOISSIEU, CHIEF TRANSFORMATION OFFICER**

Eric Boustouller, CEO of SoLocal Group, is today announcing the latest appointments to the company's Executive Committee. This management team comprises 10 members and will be effective as of 2 May. The team is organised around experienced managers who have had a remarkable career in the Group and new experts from complementary backgrounds. One ambition unites them: create a momentum to help the company's "SoLocal 2020" project succeed, a project aimed at making SoLocal the local online trusted partner for businesses to help drive their growth.

**SoLocal Group CEO Eric Boustouller said:** *"This new Executive Committee is a milestone on the road to achieving the operational excellence required for the strategic and transformational 'SoLocal 2020' project, a project to return the Group to sustainable growth and increase value creation in what is a highly competitive ecosystem. I am proud to work with this management team. The diversity and complementarity of their respective skills will give us a fantastic edge to help us achieve SoLocal's ambition with its teams: become the online champion France needs! To achieve this, our strategy is to offer businesses a 'full web & apps' online services offer in the form of packs and subscriptions and to provide the best online and local experience to our users by reinventing our PagesJaunes, Mappy and other media in a more streamlined organisation that is more agile and ever more in touch with our customers".*



**Frédéric Obala**  
**Chief Media, Presence & Content Officer**  
**Member of the Executive Committee since April 2017 in his capacity as managing director of the Local Search business**  
**Frédéric will report directly to Eric Boustouller**

Frédéric Obala graduated from HEC in 1989 and started his career as a Strategy Consultant for Coopers & Lybrand Consulting, before joining Promodes in 1992 and taking over at the head of a hypermarket in Madrid in 1998. From 1999, he managed the coordination between Promodes and the Carrefour group before being entrusted with the task of running the carrefourmultimedia.fr web site. In 2002, he joined the PPR (Kering) group as director of strategy and sat on the Executive Committee. He then held down the position of marketing and web director for La Redoute. In 2008, he became CEO of Domeo, a Veolia and Homeserve subsidiary. In 2012, Frédéric Obala was appointed managing director of Darty's marketing and services division.

Frédéric Obala joined SoLocal Group in 2014 firstly as managing director of the SoLocal Network Business Unit before taking over the Group's online marketing business in 2015 when the Product Lines were created, bringing together the Sites, Presence Management, sponsored links (Advertising), Programmatic Data and international entities. In 2017, he was promoted managing director of the Local Search business where he took charge of the PagesJaunes, Mappy and Ooreka media development strategy, the web-to-store solutions proposed by ClicRDV (leader in web-based appointment making) and Leadformance (leader in France in store location on the web and online-to-offline relationship development), audience and SEO activities, the foreign web marketing subsidiary with Yelster Digital in Austria and the Brand and Advertising department.

Today, **expanding Frédéric Obala's responsibilities as Media, Presence & Content Officer, aims to address SoLocal's ambition to become the reference platform on the market, a platform that optimises the presence of companies all over the web.** In other words, not only on the Group's proprietary media, but also on the sites it develops for professionals and on its partners' third-party media, such as GAFAM media. As such, Frédéric will lead all activities enabling professionals to benefit from services and products that ensure a strong **presence** online. He will also oversee strategy and development for:

- **Presence & Content Product lines** including Presence Management, Store Locator, E-reputation, etc., **Web sites**, with development prospects towards e-commerce, and **Print to Digital**, around printed directories and new paper guide

concepts inviting readers to discover richer and more comprehensive online content through augmented reality, leveraging the know-how of the professionals;

- the **PagesJaunes, Mappy and Ooreka** media, strategic assets in the Group's development;
- Activities linked to **audience, SEO and the operationalisation of audience generating partnerships** for SoLocal's media.

The Leadformance, ClicRDV, Yelster Digital (Austria) and QDQ Media (Spain) subsidiaries remain under the control of Frédéric Obala.



**Amaury Lelong**  
**Chief Online Advertising, Data and New Products Officer**  
**New member of the Executive Committee from 2 May 2018**  
**Amaury will report directly to Eric Boustouller**

Amaury Lelong graduated from HEC in 1999 and the London Business School and started his career by taking part in setting up the Nextedia e-marketing agency (formerly Come&Stay). He then worked as a consultant for the AT Kearney and Boston Consulting Group firms before joining Canal+ where he held several operational department posts with a strong marketing and digital input.

Amaury Lelong joined Solocal Group in 2012 as Director of Marketing for Large Accounts and Online Marketing. Two years later, he was promoted to deputy managing director of this unit, renamed since SoLocal Network, where he initiated development of the Group's data and programmatic offer. When the product lines were set up in 2016, he was appointed Managing Director of DaPSSA, a product line taking in Programmatic Data, Search and Social Advertising offers developed by SoLocal from the main advertising platforms on the market (Google, Bing, Facebook, programmatic).

Today, **the creation of the post of Online Advertising, Data and New Products Officer, entrusted to Amaury Lelong, reflects SoLocal's desire to make advanced performance-focused advertising tools available to VSEs, SMEs and network groups seeking greater visibility**, by using SoLocal's data, customer base management solutions such as CRM or more specific online services such as e-learning tools for example. For this purpose, Amaury will be responsible for the following activities:

- **Online advertising, bringing together the Group's visibility and performance products** (Search, Display, Data and Direct Marketing), including those on PagesJaunes;
- **Online solutions**, with new products to be developed around CRM, Marketing Automation, E-Payment, etc.;
- and **Network Platform**, whose market segment targeted by SoLocal is a major growth driver in the "SoLocal 2020" plan.

He retains control over the Efflilab subsidiary.



**Philippe de Boissieu**  
**Chief Transformation Officer**  
**Already a member of the Executive Committee since November 2017 as transitional Chief Administrative and Financial Officer**  
**Philippe will report directly to Eric Boustouller**

Philippe de Boissieu graduated from the Institut d'Administration des Entreprises in 1996 and started his career at La Générale des Eaux as financial controller before joining the PwC then Deloitte consultancy firms. He subsequently held down financial management posts for industrial groups. Throughout his career, Philippe de Boissieu has gained invaluable experience in steering strategic transformation projects or recovery operations.

Appointed in November 2017 to the post of transitional Chief Administrative and Financial Officer, **Philippe de Boissieu now has the task of steering the transformation project set out in the "SoLocal 2020" plan and built around 6 strategic programmes**: Customer journeys, Production of offers, Move to Cloud, Finance process, Skills and Training and ERP. His assignment is to structure and lead the deployment of these SoLocal restructuring projects, by focusing internal dynamics on operational efficiency and execution excellence in order to boost SoLocal's competitiveness on the market.

**Therefore SoLocal's new Executive Committee is as follows:**

- **Eric Boustouller**, Chief Executive Officer
- **Frederic Obala**, Chief Media, Presence & Content Officer
- **Amaury Lelong**, Chief Online Advertising, Data and New Products Officer
- **Arnaud Defrenne**, Chief Technology Officer
- **Pascale Furbeyre**, Chief Marketing Officer
- **Christophe Parcot**, Chief Revenue Officer
- **Pascal Garcia**, General Secretary
- **Jean-Jacques Bancel**, Chief Financial Officer

- **Richard Cuif**, Chief Human Ressources and Internal Communications Officer
- **Philippe de Boissieu**, Chief Transformation Officer

#### **About SoLocal Group**

SoLocal Group is positioned as the trusted and local digital partner supporting business companies to accelerate their growth. To succeed in this transformation, it relies on its six key assets some of them being unique in France: media with very high audiences, powerful geolocated data, scalable technological platforms, commercial coverage throughout France, privileged partnerships with GAFAM and numerous talents (experts in data, IT development, digital marketing, etc.). SoLocal Group's activities are structured around two axes. First, a range of "full web & apps" digital services on all devices (PCs, mobiles, tablets and personal assistants), offered in the form of packs and subscriptions, ("Digital Presence", "Digital Advertising", "Digital Website", "Digital Solutions" and "Print to Digital"), and integrating a digital coaching service, to support clients success. Second, flagship owned media (PagesJaunes and Mappy) used daily by Frenchs and offering an enriching and differentiating user experience. With more than 460,000 customers across France and 2.4 billion visits on its media, the Group generated revenues of €756 million in 2017, 84% coming from Internet making it one of the leading European players in terms of online advertising revenue. SoLocal Group is listed on Euronext Paris (LOCAL). More information is available at [www.solocalgroup.com](http://www.solocalgroup.com).

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