



PRESS RELEASE

Boulogne–Billancourt, 29th June 2021

Philippe Mellier appointed as Chairman of the Board of Solocal on June 30th 2021

Confirmation of the EBITDA 2021 guidance

Update of mid-term objectives will be presented in the second semester 2021

Cooptation of Mr. Philippe Mellier as director and Chairman of the Board of Directors

The Board of Directors is pleased to announce the appointment of **Philippe Mellier** as Board Member as of 30th June 2021 and his election as Chairman at this date. Mr Mellier has already confirmed his acceptance. This appointment will be presented for ratification at the next Ordinary General Meeting of the company.

Philippe Mellier will bring to the Board and the Company his breadth of experience regarding governance and managing a diverse shareholder base. His former Executive experience of transformation, operational performance and agility as well as his attention to client and usage evolution as drivers of growth, are perfectly aligned with Solocal's stakes.

« I am honored to join the Solocal Board for this new phase. Solocal's close relationship with 314 000 clients everywhere in France is a great asset to create value for our clients and our shareholders. Hervé Milcent can count on my support and the support of the Board to deepen and accelerate the work initiated » Philippe Mellier said.

Philippe Mellier has been the CEO of Fraikin since 2018 and has led an impactful transformation of the leading industrial & commercial vehicles leasing company in Europe by restoring profitability and growing added value services notably in the digital and telematics space. In 2020, Philippe led the acquisition of Via Location in order to increase the European footprint of Fraikin.

Philippe has a strong governance experience and is currently Board Member at Reel International

Philippe Mellier will participate in the half year results presentation meeting scheduled for July 28th 2021.

Philippe Mellier graduated from ENSTA and INSEAD. He started his career at Ford where he ended up as Vice President Marketing, Sales and Services for Ford of Europe. He became the Chairman and CEO of Renault Trucks in 2000. In 2003, Philippe joined Alstom. As Executive Vice President of Alstom and President of Alstom Transport, he played a key role in the turnaround of the Group until 2011. He then joined De Beers as Group CEO until 2016 and transformed the diamond giant in order to face rapid market transformation and focus on customer centricity.

Business update

In pursuance of the appointment of Philippe Mellier as Chairman of the Board of Directors, and as is customary when a new CEO takes office, the Management will proceed by the end of the third quarter to a strategic review in order to:

- Take into account the impact on order intake deriving from (i) the health crisis which lasts longer than anticipated in May 2020 and (ii) the delay in the organization's transformation to adapt to the new model ;
- Take the appropriate actions to ensure a return to sustainable growth and redefine medium-term objectives.

Solocal specifies that it recorded a cumulative level of order intake at the end of June 2021 lower than its expectations, especially during the lockdown period of April 2021. The anticipated impact on the internal objective of the company in terms of revenue remains limited for 2021, even more so as the subscription model has now been rolled out for over a year. This effect will be offset by cost optimizations, **the Group confirms its c.€120m EBITDA guidance in 2021.**

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Solocal is the digital partner for all local companies in France, from VSEs, to SMBs or Large Companies with networks. Our job; vitalize local life. We strive every day to unveil the full potential of all companies by connecting them to their customers thanks to our innovative digital services. We advise over 314,000 companies all over France and support them to boost their activity thanks to our digital services (Relational Presence, Websites and Digital advertising). We also bring users the best possible digital experience with PagesJaunes, and Ooreka, and our GAFAM* partners.

We provide professionals and the public with our high audience services, geolocalised data, scalable technology platforms, unparalleled commercial coverage across France, our privileged partnerships with digital companies and our talents in terms of data, development and digital marketing. Solocal moreover benefits from the "Digital Ad Trust" label. To know more about Solocal (Euronext Paris "LOCAL"); let's keep in touch [@solocal](https://twitter.com/solocal)

*GAFAM : Google, Microsoft/Bing,, Facebook, Apple, Amazon

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