

JCDecaux appoints Elina Valtia as the new CEO in Finland

Out of Home media

Angola
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, 7 February 2023 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced today that Elina Valtia has been appointed as the new CEO of JCDecaux Finland starting from 1st April 2023. She will report in her role to Jean-François Decaux.

Elina Valtia has more than 20 years of experience within the media industry. She is moving to JCDecaux from Warner Bros. Discovery Finland, where she has led the ad sales department for the past nine years. In the recent years she has also been the Country Lead of Warner Bros. Discovery Finland and a member of the Nordic management team. During her time at Warner Bros. Discovery, Elina has led the ad sales of streaming service discovery+ and several linear TV channels including the broadcast of the Olympic Games 2018 – 2022. Diversity, equity and inclusion are close to Elina's heart, and on top of other roles she also acted as the DEI Lead in the Nordics during the merger of Warner Media and Discovery. Elina's passion is btob sales, and before her career in TV, she has had long employments both in Clear Channel's and JCDecaux's ad sales organizations. During her previous tenure in JCDecaux Finland 2007-2014 she acted as a sales team lead.

Elina Valtia said: *"I feel like I'm coming home. JCDecaux is the absolute outdoor market leader in the world. The opportunities with the new data-led audience targeting and programmatic solutions are incredible. Being able to locally lead a company with such a great brand is an honor and I'm looking very much forward to working with the team."*

Jean-François Decaux, Co-Chief Executive Officer of JCDecaux said: *"I am extremely excited to have Elina joining the company. She is a highly talented and experienced media executive with a great track record of driving growth. Her reputation as a strong leader is widely acknowledged and I'm thrilled to welcome Elina back."*

Key Figures for JCDecaux

- 2022 revenue: €3,317m^(a)
- N°1 Out-of-Home Media company worldwide
- A daily audience of more than 850 million people in more than 80 countries
- 957,706 advertising panels worldwide
- Present in 3,518 cities with more than 10,000 inhabitants
- 10,720 employees
- 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 (3.6/5), CDP (A- Leadership), MSCI (AA) and has achieved Platinum Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (530,143 advertising panels)
- N°1 worldwide in transport advertising with 154 airports and 215 contracts in metros, buses, trains and tramways (340,753 advertising panels)
- N°1 in Europe for billboards (72,611 advertising panels)
- N°1 in outdoor advertising in Europe (596,831 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (232,268 advertising panels)
- N°1 in outdoor advertising in Latin America (64,893 advertising panels)
- N°1 in outdoor advertising in Africa (20,808 advertising panels)
- N°1 in outdoor advertising in the Middle East (14,177 advertising panels)

^(a) Adjusted revenue

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com



For more information about JCDecaux, please visit jcdecaux.com.
Join us on [Twitter](#), [Linkedin](#), [Facebook](#), [Instagram](#) and [Youtube](#).

Communications Department: Albert Asséraf
+33 (0) 1 30 79 79 10 – albert.asseraf@jcdecaux.com
Investor Relations: Rémi Grisard
+33 (0) 1 30 79 79 93 – remi.grisard@jcdecaux.com