

Lénaïc Pineau appointed Chief Sustainability & Quality Officer of JCDecaux

Out of Home Media

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Australia
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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
Hungary
Honduras
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, September 9, 2021 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that Lénaïc Pineau has joined JCDecaux as Chief Sustainability & Quality Officer of JCDecaux, taking up her position on September 6, 2021.

Lénaïc Pineau began her career in 2010 at Danone as Brand Manager where she was responsible for Les 2 vaches brand. In 2014, she joined Lindt as Senior International Brand Manager working with the Lindor brand. In 2015, she became Marketing Manager at Agrial/Eclor (Loïc Raison, Ecusson, La Mordue, Kerisac, Bayeux brands) where she introduced a CSR approach linked to the new positioning of the Ecusson cider brand.

From 2018, Lénaïc Pineau was Senior Sustainability Manager at EY leading extra-financial audit missions, defining CSR strategy and mission statements for corporate customers (eco-design for sustainable brands, decarbonisation of offerings). In this role, for the past year, she was in charge of the certification of JCDecaux's extra-financial performance statement.

Lénaïc Pineau, 34, holds a Masters in Management from the ESCM School in Poitiers and the London Metropolitan University.

Based at our headquarters in Yvelines (Plaisir), Lénaïc Pineau reports to David Bourg, Group Chief Financial, Administrative and IT Officer.

Key Figures for JCDecaux

- 2020 revenue: €2,312m – H1 2021 revenue: €1,082.3m
- Present in 3,670 cities with more than 10,000 inhabitants
- A daily audience of more than 840 million people in more than 80 countries
- 10,230 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 (4.6/5) and CDP (A Leadership) rankings, and has obtained the MSCI AAA score for the 4th year in a row
- 964,760 advertising panels worldwide
- N°1 worldwide in street furniture (489,500 advertising panels)
- N°1 worldwide in transport advertising with 156 airports and 249 contracts in metros, buses, trains and tramways (329,790 advertising panels)
- N°1 in Europe for billboards (129,970 advertising panels)
- N°1 in outdoor advertising in Europe (615,530 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,590 advertising panels)
- N°1 in outdoor advertising in Latin America (66,120 advertising panels)
- N°1 in outdoor advertising in Africa (22,500 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,350 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).
Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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