

Boulogne-Billancourt, 17 February 2021

Hervé Milcent appointed Chief Executive Officer of Solocal



Following a selection process conducted over the past few months, the Board of Directors of Solocal has decided to appoint **Hervé Milcent as CEO of Solocal** as of **April 6th, 2021**. From this date, Solocal will return to a dissociated governance, with Pierre Danon again becoming Chairman of the Board of Directors.

Herve Milcent's experience of successful transformations and strong growth, his attention to operational excellence, his customer focus and innovation and his recognized managerial qualities, will fully contribute to Solocal's challenges of continuing to improve customer satisfaction and accelerating the deployment of new services in order to return to a sustainable growth dynamic.

"We are very pleased to welcome Hervé Milcent to Solocal. I am convinced that Hervé has all the qualities that Solocal needs to fully reveal its potential and the relevance of the model built over the past few years. He can count on the commitment of all Solocal employees" says Pierre Danon, Chairman of Solocal's Board of Directors.

"I am honored and very enthusiastic to join the Solocal Group. Beyond its size and history, I am convinced that Solocal has the assets and know-how which are essential to its development and its indisputable leadership in the market. I would like to thank Pierre Danon and the Board of Directors for their confidence in me." said Hervé Milcent.

With a master degree in Business Law, Hervé Milcent began his career with the newly created Chronopost in the "operations" teams. He quickly became Director of Operations at **Dynapost** and then at **Médiapost**, where he launched and developed geomarketing and targeted distribution solutions, thus acquiring a great mastery of local communication issues.

In 1998, Hervé Milcent joined the **Arvato Group** (Bertelsmann Group) as Managing Director in charge of operations for the Direct Marketing division, which became the French leader under his leadership. On the strength of this success, driven by the rich portfolio of services launched in France, including subscriptions, Hervé Milcent extended his responsibilities to Southern Europe, before being promoted to the Group's Executive Committee to steer the deployment of the "Group CRM Global" solution.

In 2014, after more than 16 years within the **Arvato Group** dedicated to the development and deployment of enterprise services, Hervé Milcent is appointed **CEO of the Lyreco Group**. He will implement a category-based marketing strategy, reposition the Group's offering to accelerate growth and lead the overhaul of the technical and IT infrastructures essential to the company's "Phygital" transformation. In 2020, he joined the **Teleperformance** Group as **Managing Director for France, Italy and Germany**.

The **Board of Directors warmly thanks Pierre Danon** for his daily commitment in assuming the role of Chief Executive Officer during this transition phase and the transformations carried out during this period.

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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 330,000 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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