

Sèvres, July 31, 2014

## Appointment of Mrs Nathalie Balla as Board's member of Solocal Group

The Board of Solocal Group, held on July 29, 2014, acknowledged Mr. Lee Millstein's resignation as member of the Board, and decided to co-opt Mrs Nathalie Balla.

The mandate of Mrs Nathalie Balla will expire, unless renewed, at the originally scheduled expiration of the mandate of Mr. Lee Millstein, i.e. at the end of the Shareholders' General Meeting called in 2018 to approve the financial accounts for 2017 fiscal year.

Graduated from *École supérieure de commerce* (ESCP-EAP) of Paris and doctorate in Economic and Accounting Sciences, Mrs Nathalie Balla is a business manager, specialist of e-commerce and of digital transformations.

After beginning her career as CEO of various companies in the Karstadt Quelle group, where she initiated the launch of Quelle's commercial website, Nathalie Balla arrived at the head of La Redoute in 2009 and implemented a transformation plan that enabled the brand to revive growth a year later. In 2011, she was appointed e-commerce personality of the year by the magazine E-commerce. In December 2013, the Kering group decided to sell La Redoute to Nathalie Balla, Chairman and CEO of the French sales brand and to Eric Courteille, general secretary of Redcats.

The composition of the Board of Solocal Group is now the following:

- Jean-Pierre Remy, Chairman and Chief Executive Officer,
- Nathalie Balla, independent member,
- Thierry Bourguignon, member representing the employees,
- François de Carbonnel, independent member,
- Sandrine Dufour, independent member,
- Médiannuaire Holding, represented by John Ryan,
- Cécile Moulard, independent member,
- Rémy Sautter, independent member, and
- Marc Simoncini, independent member.



**About Solocal Group**

Solocal Group, the leader in local communication, became the new name of PagesJaunes Groupe on 5 June 2013. The Group offers online content, advertising solutions and transactional services that connect consumers and clients locally. It brings together around 4,500 people – including nearly 2,200 advisors in local communication in France and Spain to support the digital development of companies (SMEs and micro businesses, tier 1 brand accounts, etc.) – 17 strong and complementary brands (PagesJaunes, Mappy, 123deal, A vendre A louer, Embauche.com, Keltravo, Chronoresto, ZoomOn, Solocal Network, ComprendreChoisir, ClicRDV, PJMS, Horyzon Media, Leadformance, QDQ, Editus and Solocal Group) and nearly 650,000 clients. In 2013, Solocal Group generated nearly €1 billion in revenues, of which 63% via the Internet, and thus ranks among the key European players in terms of online advertising revenues. Solocal Group is listed on NYSE Euronext Paris (LOCAL). Further information on Solocal Group is available on [www.solocalgroup.com](http://www.solocalgroup.com).

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