



VOGO appoints Greg Millard as President of VOGO NORTH AMERICA subsidiary

A new milestone in the Group's US expansion

After integrating its New York-based subsidiary VOGO NORTH AMERICA at the end of 2019, **VOGO (ISIN code: FR0011532225 - Ticker: ALVGO)** is pleased to announce the appointment of Greg Millard as President of VOGO NORTH AMERICA, confirming its ambition for the US sports market.

Mr. Millard has extensive experience in the U.S. sports and entertainment sector, including increasingly senior roles at the National Football League, CBS Sports, International Management Group, Turner Sports and most recently as Executive Vice President, Event & Experiential Partnerships at iHeartMedia, the #1 audio entertainment company in the US.

"We are delighted to welcome Greg, who will make a decisive contribution to our efforts to structure and expand our business in the US. With his in-depth knowledge of the U.S. sports market and recognised skills, his appointment marks a key milestone in cementing our growth ambitions for the American market. Over the past few months, in conjunction with our consulting partners at The Taffrail Group and our board member Tony Parker, we have been able to gauge the market's interest in our innovative solutions and are confident the time is right to enter the U.S. market under Greg's leadership." says Christophe Carniel, Chairman & Chief Executive Officer of VOGO.

"I am excited to for the opportunity to launch VOGO in North America, and am confident our immersive and interactive solutions will be well-received by professional and college sports properties seeking fan engagement platforms and innovative communication solutions. It is a great opportunity to build on the success of our VOKKERO business in the US, which has strong working relationships with the Power 5 NCAA football conferences and Major League Soccer." adds Greg Millard, CEO of VOGO NORTH AMERICA.

- END -

Upcoming events:

31 March 2020: Presentation of 2019 results and Strategy Plan

About VOGO

VOGO develops, markets and distributes live & replay, audio and video solutions for spectators and professionals in sports arenas. VOGO's disruptive solution for spectators transforms the stadium experience by providing multi-camera content on demand for viewing on tablets and smartphones, irrespective of the number of people connected. In the professional sphere, VOGO's video solution provides analytical and decision-making tools (referee assistance, medical diagnostics, coaching, etc.). The acquisition of Vokkero® in October 2019 enriched this range of professional solutions, with the integration of an internationally recognised line of audio communications systems. All of the Group's technologies have patent protection. They have already been implemented across more than 20 different sport disciplines. VOGO is present in France (Montpellier and Crolles) and in North America, with an office in New York. The Group has been listed on the Euronext Growth Paris stock market since November 2018 (ISIN code: FR0011532225 – ALVGO).

For more information: www.vogo-group.com

Press Release

Montpellier, February 17, 2019



vogo-group.com



[vogo](https://twitter.com/vogo)



[vogo](https://www.facebook.com/vogo)

Contacts

VOGO

Christelle Albinet

Tel: +33(4) 67 50 03 98

Email: c.albinet@VOGO.fr

ACTIFIN – Press Relations

Jennifer Julia

Tel: +33(1) 56 88 11 19

Email: jjulia@actifin.fr

ACTIFIN - Financial Communications

Victoire Demeestère / Stéphane Ruiz

Tel: +33(1) 56 88 11 11

Email: demeestere@actifin.fr