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## COMEX APPOINTMENTS Solocal reinforces the Executive Committee

Cédric Dugardin, Solocal's new CEO, has appointed three new members to his Executive Committee. He decided to integrate these three in-house talents to the Executive Committee: Charlotte Millet, Director of Communications, Malvina Prault, Director of Customer Experience and Nicolas Regal, Director of Delivery.



Cédric Dugardin declares: "I wanted to widen the company's Comex to accelerate the implementation of our roadmap in a highly complex context. With the appointment of these three well-known leaders, the objective is to represent within the Executive Committee all the company's major operational functions (Product-Marketing, Delivery, Sales, Customer Experience) and support functions (Tech, Finance-Purchasing-Legal, HR, Communication, Transformation). This will enable us to develop more global, more technical and more agile solutions."

- **Charlotte Millet, Group Communications Director**



Charlotte began her career in 2002 as a public relations-press relations-crisis communications consultant. She then joined Initiative Média (IPG Group) in 2004 then Interbrand (Omnicom) in 2007 where she was responsible for the media coverage of Best Global Brands. Between 2010 and 2016, Charlotte was Director of Communications for Publicis Media. In 2016, Charlotte headed communications for Cdiscount (Casino) then joined Solocal two years later as Communications Director. She is therefore in charge of managing all the group's communication activities, including press relations, events, social networks, internal communication and brand and advertising activity for which she has launched several on and offline advertising campaigns. Charlotte Millet is graduated from the Grenoble Ecole Supérieure de Commerce (2001) and the MultiMédia Institute (2017).



- **Malvina Prault, Customer Experience Director**



Malvina Prault started her career in 2009 within different start-ups in Lille, before joining Arvato in 2013, where she worked on new products. In 2017, at Lyreco France, Malvina spent two years participating in the company's transformation program. Then she drove the transformation on international level. In order to improve the relationships between Solocal and its 270,000 customers, the group recruited Malvina in June 2022. The creation of the position of Director of Customer Experience reflects the company's ambition to improve the satisfaction of the group's clients. As new Director of Customer Experience, Malvina will define and implement the entire relationship strategy.

- **Nicolas Regal, Delivery Manager**



Nicolas Regal began his career as a consultant at Accenture, then at Altran, where he specialized in tech projects within the media, telecoms and aeronautics industries. He joined Solocal in February 2010 as Head of Sourcing & Partnerships, then he was appointed Head of Data four years later. He took up the position of Data & Content Director in 2017. Since 2021, Nicolas was in charge of *Connect & Réseaux solutions*. Now appointed Director of Delivery, Nicolas is in charge of building and operating our 270,000 customers' websites, search engine and social network advertising campaigns, programmatic advertising, Data & Direct Marketing offers, as well as content on PagesJaunes and its media partners. He manages 300 product experts based in France. Nicolas is graduated of ENSTA Paris Tech and the University of Michigan in 2000.

**Solocal's Executive Committee now comprises the following members:**

- Cédric Dugardin, Chief Executive Officer
- Catherine Cussigh, Chief Restructuring Officer
- Agnès Mauffrey, Chief Technology Officer
- Quentin Mazurier, Sales Director
- Charlotte Millet, Communications Director
- Stéphane Monat, Product and Media Marketing Director
- Malvina Prault, Customer Experience Director
- Jean-Charles Rebours, Human Resources Director
- Nicolas Regal, Delivery Director
- Olivier Regnard, Chief Financial Officer

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**EN- Solocal - [www.solocal.com](http://www.solocal.com)**

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 270 000 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 (21M views for PagesJaunes), 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 \*GAFAM: Google, Microsoft/Bing,, Facebook, Apple, Amazon. Committed to a CRS strategy since 2013, Solocal fully endorses the United Nations Sustainable Development Goals. The company is certified bronze by Ecovadis and silver by Gaia Ethifinance.

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## APPENDICES SOLOCAL EXECUTIVE BOARD PORTRAITS

- **Cédric Dugardin, Managing Director**



Cédric Dugardin specializes in business turnaround, crisis management, restructuring and transformation. He performs in a wide range of business sectors and in particularly complex environments. Graduated of Sciences Po Paris, the Sorbonne and the London School of Economics, Cédric Dugardin began his career with PwC and then Seita-Altadis. Among other things, he successfully led the turnaround of Quick, the restructuring of Conforama and, more recently, the liquidation of the Presstalis group, enabling its assets to be taken over by France Messagerie, which he managed until January 2021. Cédric Dugardin then led the transformation of APST, before assisting the Salaün tourism group with its financial restructuring. From September 2022 to November 2023, he will head up the Eugène Perma group, an iconic French cosmetics company. Cédric Dugardin is a director of the IKKS and Solocal groups.

- **Catherine Cussigh, Chief Restructuring Officer**



Catherine Cussigh has held general management positions in France and abroad for more than 20 years, in the field of BtoBtoC, media, digital and retail. She joined Procter & Gamble in 1985, where she worked in different functions for 15 years in Sales, Marketing and Media. She became Managing Director of Editions Harlequin in 2000, then joined the Executive Committee of the Lagardère Publishing group in 2008 as President of Hachette Livre International and Director of Digital Development for the group. She implemented the group's digital strategy and organization. Catherine took over as President of Form Development (sports hall networks) at the start of 2017, then joined the Actissia Group as CEO in 2018, contributed to the recovery of the firm. Since March 2021 Catherine Cussigh has been working as a transformation in digital, retail and marketing.

- **Agnès Mauffrey, Chief Technology Officer**



Before joining Solocal, Agnès Mauffrey was CIO of the Sodexo Group which she joined in 2019. She set up a deep transformation of Tech function. She put IT issues at the heart of the business model and contributed to the group's profitable sustainable growth. Agnès spent fifteen years in the telecommunications sector before becoming CIO of SFR at the end of the 1990s. She then worked for 6 years for Capgemini and EDS in as business unit manager. In 2008, Agnès joined Michelin as Group CIO where she was in charge of the transformation of the IT function.

- **Quentin Mazurier, Sales Manager**



Quentin Mazurier joined Solocal in November 2021 as Sales Director VSE/SME. Since September 2023, he manages the Key Accounts, VSE/SME Field Sales and Telesales departments. He began his career as Northern Sales Director for Completel (Altice Group). In 2010, he became Sales Director and defined the sales strategy and managed the performance of 220 people. In 2015, following the takeover of SFR by Altice, he took up the position of Direct Sales Director for SFR Business and held the position of Managing Director of Completel. Two years later in 2017, he became Deputy CEO of Linkt where he was in charge of sales, delivery, operations, marketing, communications and training.

- **Charlotte Millet, Group Communications Director**



Charlotte began her career in 2002 as a public relations-press relations-crisis communications consultant. She then joined Initiative Média (IPG Group) in 2004 then Interbrand (Omnicom) in 2007 where she was responsible for the media coverage of Best Global Brands. Between 2010 and 2016, Charlotte was Director of Communications for Publicis Media. In 2016, Charlotte headed communications for Cdiscount (Casino) then joined Solocal two years later as Communications Director. She is therefore in charge of managing all the group's communication activities, including press relations, events, social networks, internal communication and brand and advertising activity for which she has launched several on and offline advertising campaigns. Charlotte Millet is graduated from the Grenoble Ecole Supérieure de Commerce (2001) and the MultiMédia Institute (2017).

- **Stéphane Monat, Product and Media Marketing Director**



Stéphane Monat began his career at Orange in 1996, where he was Marketing & Communications Manager for the Networked Games Business Unit. He joined PagesJaunes SA in 2004 as Head of Marketing for PagesJaunes media. At that time, the Group was evolving to digital. In 2015, Stéphane Monat was appointed Managing Director of ClicRDV, a Solocal subsidiary that publishes the SaaS online appointment scheduling solution, which he developed for four years before taking over responsibility for the Solutions & Sites product line in 2019. His rich career combines strategy and operational execution and is marked by the launch of several high-value added services and the management of transformation programs. He holds a Master 2's degree in Telecommunications and New Media Management from Paris Dauphine University (1996).

- **Malvina Prault, Customer Experience Client**



Malvina Prault started her career in 2009 within different start-ups in Lille, before joining Arvato in 2013, where she worked on new products. In 2017, at Lyreco France, Malvina spent two years participating in the company's transformation program. Then she drove the transformation on international level. In order to improve the relationships between Solocal and its 270,000 customers, the group recruited Malvina in June 2022. The creation of the position of Director of Customer Experience reflects the company's ambition to improve the satisfaction of its clients. As the new Director of Customer Experience, Malvina's mission is to define and implement the entire relationship strategy.

- **Jean-Charles Rebours, Human Resources Director**



Jean-Charles began his career with Valeo. In 2000, he joined the Renault group, where he held progressively more senior positions, first in recruitment and then in trade unions relations. In 2009, he joined GSK France as Director of Social Relations. He led several transformations before being promoted, in 2012, to HR Director France and Southern Europe for the Consumer Healthcare division. In September 2014, he was appointed Vice President in charge of Human Resources for the laboratory. Jean-Charles Rebours is graduated of Sciences Po Paris and

specialized in HR.

- **Nicolas Regal, Delivery Manager**



Nicolas Regal began his career as a consultant at Accenture, then at Altran, where he specialized in tech projects within the media, telecoms and aeronautics industries. He joined Solocal in February 2010 as Head of Sourcing & Partnerships, then he was appointed Head of Data four years later. He took up the position of Data & Content Director in 2017. Since 2021, Nicolas was in charge of *Connect & Réseaux solutions*. Now appointed Director of Delivery, Nicolas is in charge of building and operating our 270,000 customers' websites, search engine and social network

advertising campaigns, programmatic advertising, Data & Direct Marketing offers, as well as content on PagesJaunes and its media partners. He manages 300 product experts based in France. Nicolas is graduated of ENSTA Paris Tech and the University of Michigan in 2000.

- **Olivier Regnard, Chief Financial Officer**



Olivier Regnard is in charge of the Finance, Legal, Purchasing and Real Estate functions, and also leads Investor Relations. With almost 25 years' experience acquired in auditing and financial consulting, then as CFO, Olivier is recognized both as an expert in his field and as a specialist in the turnaround of companies. He first spent nearly 15 years with Deloitte in Audit and then in Financial Advisory Services, before contributing to Latécoère's transformation plan from 2013 to 2017. Before joining Solocal, and after a mission at Mauna Kea Technologies

(MedTech listed on Euronext), he was CFO of the Europe Snacks group, where he contributed to the Group's external growth. Olivier is Expert-Comptable (certified accountant) and a graduate of ESSEC Business School.