



Paris, 7 October 2014

XAVIER LATIL APPOINTED AS CHIEF OPERATING OFFICER OF LEADMEDIA GROUP'S AGENCY DIVISION

LeadMedia Group (FR0011053636, ALLMG, PEA-PME eligible) – developer of data marketing software and solutions and digital marketing integrated services provider has today announced the appointment of Xavier LATIL to the role of Chief Operating Officer (COO) of LeadMedia Group's Integrated Digital Agency division. This appointment is in line with LeadMedia's desire to strengthen the managerial structure of the Group.

The main tasks of Xavier LATIL, who joined **LeadMedia** at the end of August 2014, will be to develop the business and synergies within the Group's Integrated Digital Agency division. He will report to Stéphane DARRACQ, Chairman and CEO of LeadMedia Group.

"The appointment of Xavier LATIL as Chief Operating Officer of LeadMedia Group signals our desire to structure our business in the most profitable way, in order to consolidate and accelerate our expansion focusing on the Group's digital services" said **LeadMedia** Group Chairman and CEO Stéphane DARRACQ.

Aged 41, Xavier LATIL has both a degree in Law and a post-graduate diploma in Communications. He brings to LeadMedia Group more than six years' experience managing companies in the communications and digital sectors. He began his career with *ADOC (Nextedia)* in 1997 prior to joining the *BNP Paribas* Group. More recently, Xavier LATIL was Deputy CEO of the communications agency *Tequila Rapido* and Chief Executive Officer of *Waggener Edstrom* France. He notably worked on the digital marketing and communications strategies for Texas Instruments, BMC Software and the mobile operator Tigo in Africa, and particularly brings to LeadMedia his experience of mobile marketing.

"The relevance of its international positioning and activities makes the Group one of the most agile players on the market. The opportunities for growth, particularly in the mobile sector, are impressive," said Xavier LATIL, **LeadMedia** Group's COO.

Next communication:

Publication of 2014 first half-year results on 21 October 2014

About LeadMedia Group:

Founded in 2008, listed in Paris on the NYSE Alternext market and PEA PME eligible, LeadMedia Group is a leading player in the digital sector, as both a developer of data marketing software and solutions and an online marketing integrated services provider. With a portfolio of innovative proprietary technologies and a team of 200 specialists, LeadMedia Group has developed real expertise in the field of data marketing. In 2013, the Group recorded consolidated pro forma revenues of €25.9 million. The Company was granted the OSEO innovative enterprise status by bpi France (formerly Oséo) in March 2011.

Next communication: 2014 half-year results
21 October 2014 (after market close)

LeadMedia Group is listed on NYSE Alternext Paris
For further information, please visit: www.leadmedia-group.com

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- **Name:** LEADMEDIA
- **ISIN:** FR0011053636
- **Ticker:** ALLMG