

PRESS RELEASE

3 October 2017

RATP Dev appoints Marketing, Digital and Innovation Director

Cyrille Giraudat has joined RATP Dev as Marketing, Digital and Innovation Director and member of the Executive Committee.

Previously Vice-President of Capgemini Consulting, Cyrille advised and assisted large French and international corporations to define and develop their marketing and digital strategies.

As Chief Marketing, Digital & Customer Officer at EUROPCAR Group from 2014 to 2016, Cyrille drove the digitalization of EUROPCAR's customer experience.

Previously, as Chief Marketing, Digital & Customer Officer, he was the driving force behind PMU's digital and multi-channel transformation plan.

Cyrille graduated from Ecole Centrale de Lille, and spent a large part of his career in the Danone, Thomson and Samsung groups.

Laurence Batlle, Chairwoman of the RATP Dev Executive Board, stated:

"I am delighted that Cyrille Giraudat has joined RATP Dev. His solid expertise in marketing and digital, coupled with the breadth of his consulting experience, will be unquestionable assets for our growth and digital transformation ambitions."

Cyrille Giraudat added:

"I am pleased and honored to join RATP Dev, an international player recognized for its operational excellence, its ability to innovate and its commitment to sustainable cities. I'm really looking forward to driving the marketing, digital and innovation teams to improve passengers' experience, meet the expectations of the transport authorities and contribute to the growth of the group."

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NOTES FOR EDITORS:

RATP Dev

Founded in 2002, RATP Dev operates and maintains urban transportation systems in 14 countries on four continents (United Kingdom, France, Italy, Switzerland, Algeria, Morocco, South Africa, Saudi Arabia, Qatar, India, China, South Korea, the Philippines, and the United States of America). With more than 1.5 billion passengers travelling on its networks every year, RATP Dev demonstrates every day its extensive and renowned expertise in a wide range of mobility services, ranging from rail, regional express rail, tramway, to bus, cable car and sightseeing activities. RATP Dev leverages in France, outside of Paris, and across international markets the technical expertise and experience of



RATP Group, the leader in driverless and tramway operations and operator of the Paris network, one of the largest public transportation networks in the world.

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