

PRESS RELEASE

Paris, 7 April 2020

New organisation of the Keolis Marketing, Brand and Communications department:

appointments of Marc Berthod, Executive Director,
Communications, and of
Jean Ghedira, Executive Director, Marketing and New Mobilities

Marc Berthod appointed Executive Director, Communications

After studying law, Marc Berthod, 62, started his career in 1981 as a parliamentary assistant in the French **National Assembly**, then in the **Senate**, before becoming Chief of Staff to the RATP CEO in 1984.

In 1986, he became Chief of Staff for the Chairman of the **EPA**¹ (public and urban planning establishment) of the new city of **Marne-la-Vallée**, in the Greater Paris area for three years. He then pursued his career alongside the mayors of various municipalities (Metz, Villeurbanne, Bron, etc.) for more than ten years, as Chief of Staff and Director of Communications.

In 2001, after completing his formal education with a postgraduate degree in humanitarian studies at the Institute of Communication of the University Lumière Lyon II, he returned to the public transport sector as Chief of Staff and Director of Communications for the CEO of **SYTRAL**, the public transport authority of the Rhône department and the city of Lyon.

Six years later, he joined **Keolis Lyon** as Communications and Customer Relations Director and member of the Executive Committee, a position he occupied for ten years.

In 2017, Marc Berthod joined **SNCF Réseau**'s Executive Committee as Head of Communications and Territorial Dialogue.

On 1 April 2020, he joined **Keolis** as Communications Director and, in this capacity, the Group's Executive Committee.

¹ Etablissement Public d'Aménagement



Jean Ghedira appointed Executive Director Marketing and New Mobilities

A graduate of the Institut d'Études Politiques in Paris (Public Service section), Jean Ghedira, 58, began his career in 1989 alongside various elected officials, government members and civil servants, notably as Chief of Staff.

In 1999, he became Director of Communications at **Keolis**. Over nine years, he accompanied the group's transformation, led the development of its image and supported the change of name and of shareholders.

In 2008, he joined **SNCF Proximités** as Director of Eco-mobility and Innovation. He notably focused on developing new mobility services and launching the company's door-to-door service. At the same time, he served as Chairman and CEO of **EFFIA** to support the change in governance and the transition from SNCF to Keolis.

In 2010, Jean Ghedira was appointed Regional Director of **SNCF Languedoc Roussillon**, before becoming head of **SNCF Intercités** in 2014.

In 2018, he became Deputy CEO Customers & Services of **SNCF Réseau**.

On 10 April 2020, he joins **Keolis** as Director of Marketing and New Mobilities and becomes a member of the group's Executive Committee.

About Keolis

Keolis is a pioneer in developing public transport systems and works alongside public decision-makers who want to turn shared mobility systems into levers to enhance the appeal and vitality of their regions. A world leader in operating automated metro and tramway systems, Keolis is supported by a sustained and open innovative policy alongside all of its partners and subsidiaries – Kisio, EFFIA, Keolis Santé and Cykleo – to bolster its core business and develop new innovative and bespoke shared mobility solutions, including trains, buses and coaches, trolleybuses, shared car solutions, river and sea shuttle services, bike share services, car sharing, fully electric driverless shuttles and urban cable cars. In France, Keolis is the second largest parking company through its subsidiary EFFIA, and the country's leading medical transport solution since the creation of Keolis Santé in July 2017.

The Group is 70%-owned by SNCF and 30%-owned by the Caisse de Dépôt et Placement du Québec (Quebec Deposit and Investment Fund), and employs some 65,000 people in 16 countries. In 2018, it posted revenue of €5.9 billion. In 2018, 3.3 billion passengers used one of Keolis' shared mobility services. www.keolis.com

* Australia, Belgium, Canada, China, Denmark, France, Germany, India, Luxembourg, the Netherlands, Norway, Qatar, Senegal, Sweden, the United Kingdom and the United States.

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