

La Presse announces two appointments to optimize its sales force

MONTREAL, February 17, 2021 - Pierre-Elliott Levasseur, President of La Presse, is pleased to announce the appointments of Émilie Goudreau to the new position of Senior Director, National Sales and Media Solutions and Nicolas Houle to the position of Senior Director, Programmatic sales and operations.

These structural changes to the team were put in place to allow us to continue to optimize our approach to the market, maintain our strategic vision and solidify our internal operation in order to achieve the ambitious objectives that La Presse has set for its advertising sales.

In 2020, thanks to our strategic efforts, along with the credibility and standards of the media, La Presse succeeded not only in keeping as many of its advertisers as possible, but also in attracting many new partners. Globally in North America, digital advertising is still on the rise, and because La Presse has chosen to become a 100% digital medium, we are now in a growing market. La Presse thus recorded an increase in advertising revenues of approximately 10% in 2020. This is a concrete example of the success of La Presse's strategy, and affirmation that the company made the right decision in evolving into an exclusively digital media organization.

"In order to maintain this momentum, in 2021, Émilie will have to continue to refine the sales approach focused on the industries to which La Presse's clients belong, continue to raise the level of our consulting services and support our clients in the development of their media strategies by offering them media solutions adapted to their industry reality, while contributing to the growth of Studio XTRA. Thanks to her leadership and the experience she has acquired over the past few years, she is ideally suited to meet these important challenges," explained Mr. Levasseur.

In Mr. Houle's new role, one of his top priorities will be to continue to develop La Presse's programmatic offer. This is a rapidly expanding field, and it is pivotal that La Presse remains an industry leader in this space.

"Nicolas has demonstrated impressive efficiency over the last few years. His priority will be to ensure the continuity and growth of our programmatic strategy. His expertise, market knowledge and business acumen will be valuable assets in achieving La Presse's objectives," concluded Pierre-Elliott Levasseur.

Nicolas and Émilie will be able to count on a team of experienced advertising professionals to support them in their new functions.

The appointments of Émilie Goudreau and Nicolas Houle are effective immediately.

About La Presse

La Presse is the French-language media outlet of choice for Canadians, and is an independent Quebec institution operating in a not-for-profit structure. Its mission is to produce quality information accessible free of charge to the largest possible audience. Its content is distributed on several platforms including, tablet app, mobile app and website available across all digital platforms. Recipient of numerous awards for the quality of its content and design, La Presse is known for its distinctive, rich and diversified coverage of news and current events. La Presse is also known for its in-depth investigative series, special reports, as well as the voice it lends to important discussions within the Opinions section (Débats) across all its apps and platforms.

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Information

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