

Press release – For immediate release
December 1, 2021

Luc Quétel joins NEO

Montreal, December 1, 2021 – MEDIA GROUP is proud to announce that Luc Quétel will be joining **NEO** as Executive Vice President and Partner as of January 10, 2022. Luc leaves his position as Chief Operating Officer of PBSC, a Longueuil-based SME that is now the world leader in self-service bike-sharing systems. Luc had a major impact on the out-of-home sector during his time at Astral Media between 2005 to 2016. He was pivotal in many strategic developments before taking the reins as president from 2013 to 2016 after Astral’s acquisition by Bell. Luc’s reputation as an outstanding leader with an innovative mindset helped the company secure key partnerships with airports like Toronto-Pearson, Montréal-Trudeau, Vancouver, Ottawa, and Halifax, as well as public transit systems like the RTC in Quebec City and the AMT (now Exo) in the Greater Montreal area. Luc also headed up multiple strategic acquisitions, including Métromédia in Quebec’s public transit sector, Strategic Outdoor’s large-format murals in Toronto, and Macdonald Outdoor’s digital displays in Edmonton.



“We expect to see great things from Luc, given his impressive track record. Having worked together in the 90s at his digital display company, Passeport Media, I have no doubt he will rise to the challenge. His experience will catapult NEO into a bold new phase of expansion and afford me more time to focus on the growth of our other subsidiaries: our experiential marketing wing, Speed, and our event staffing agency, Staff Personnel. I will also continue to pursue opportunities for diversification through synergies with NEO, SPEED, and STAFF,” said MEDIA GROUP President Ronald Tapiéro.

Today **NEO** comprises four leading out-of-home advertising networks with a total of 3,750 ad displays in Canada: **NEO SHOPPING** (shopping malls), **NEO ON THE GO** (service stations and convenience stores), the most recent addition **NEO FITNESS** (fitness centres), and **NEO MOBILE** (mobile display solutions to complement traditional out-of-home campaigns).

“Because Ronald is a long-time friend—we both went to Université du Québec à Montréal—there’s an emotional element to my choosing NEO for my return into this exciting industry. I’ve always been drawn to display advertising because there’s so much room for creativity and technological innovation and it has such a presence in our daily lives. I want to congratulate MEDIA GROUP for making tremendous strides in recent years, especially in diversifying the group and navigating the digital shift. That kind of entrepreneurial spirit fits my personality to a tee. I look forward to building on the company’s story with a new growth *PACT* based on my core values, backed by a talented team and new hires to help execute our vision,” said Luc Quétel.

About MEDIA GROUP:

Headquartered in Montreal with some 30 employees across its subsidiaries, MEDIA GROUP is active in Canada's media, brand activation, and events sectors. **NEO** (neo-oo.com) was founded to appeal to consumers in shopping mall environments. The first network, **NEO SHOPPING**, is Canada's largest, with over 100 properties in 70 cities and towns across 8 provinces and with 1,300 eye-catching digital ad displays and endless opportunities for media creativity.

In 2019 MEDIA GROUP launched **NEO ON THE GO**, a joint venture with **POMPE MEDIA**, led by Ismaël Alaoui, aimed at service stations and convenience stores. The network has already deployed 1,800 indoor and outdoor digital screens in some 300 sites around the country. NEO is actively growing its most recent addition, **NEO FITNESS** (which already boasts more than 200 digital displays), by entering into long-term agreements with Nautilus Plus, World Gym, Anytime, and other independents. **NEO MOBILE** rounds out NEO's service offering, reaching specific target audiences on their mobile devices based on their geographic locations, interests, and sociodemographic profiles.

SPEED (speed-xm.com) is an event and experiential marketing agency that has already executed over 1,700 campaigns for clients in diverse sectors, including Clarins, St-Hubert, Desjardins, Couche-Tard, Loto-Québec, and more. Antoine Daoud leads the division as Vice President, Client Relations, and Partner.

A pioneer in the field, **STAFF** (staffpersonnel.com), has been Quebec's undisputed leader in event and promotional staff recruitment and supervision for over 24 years. Under General Manager Josée Rousseau, the division's client list includes names like Centre Bell, Evenko, Coors, and Loto-Québec.



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