



**Press release – For immediate release –
January 24, 2023**

Ismael Alaoui becomes Neo's Vice President of Sales for Quebec

Montreal, January 24, 2023 – NEO is proud to announce the appointment of Ismael Alaoui as Vice President of Sales for Quebec. In this role, Ismael will be responsible for overseeing the entire Quebec sales team, recruiting new team members, and ensuring that the sales objectives of Neo's various advertising networks are met.

Ismael will work closely with Jordana Fatsis, who will focus specifically on Ontario sales while remaining responsible for national sales and all of Neo's advertising networks as Executive Vice President of Sales

"Ismael has a deep experience in sales organizations and an incredible track record of results. His entrepreneurial spirit and positive attitude will lead our Quebec team to success" mentions Jordana.

NEO now has four leading out-of-home networks with a total of 3,750 faces across Canada: NEO SHOPPING (shopping malls), NEO ON THE GO (gas stations and convenience stores), the recently launched NEO FITNESS, and NEO MOBILE (mobile solutions to complement traditional out-of-home campaigns).

"I am very honored and enthusiastic about this new challenge! Our advertising offer is really interesting and efficient for advertisers, and I am convinced that we will be able to make the greatest number of people benefit from it" underlines Ismael Alaoui with enthusiasm.

Ismael will also remain President of Pompe Media in order to continue the development of the On the Go network and to monitor operations. Neo plans to expand the network in 2023, particularly in Ontario.

"In his role, Ismael will lead our Quebec sales teams and will also be responsible for providing our clients with the best possible media solutions. He is already a key member of our management team and a partner in PMI, the company that oversees the development of our On the Go network. We are very pleased to further strengthen our close collaboration," said Ronald Tapiero, president of NEO.

About Ismael Alaoui

Ismael has over 20 years of professional experience in business development and marketing in multinational and large corporations such as Canon, ADP, Pitney Bowes and Yellow Pages in which he held various roles and levels of leadership both regionally and nationally.

He created a successful e-commerce company that he sold and continues teaching (part-time) at HEC Montreal and Collegial Sainte-Anne.

Ismael Alaoui is also the co-founder of Pompe Media, the only company in Canada that has developed an outdoor digital display/video product on a fuel dispenser and that positions itself as a company that helps industry players build the service station/convenience store of "tomorrow" via various digital products.

About NEO

Neo (neo-ooh.com) was founded on the appeal of consumers shopping in malls. Today, the Neo Shopping network is the largest in Canada with an advertising portfolio of over 104 malls in 70 cities across 8 provinces and over 3,400 advertising faces and numerous creative media opportunities.

In 2019, NEO launched **NEO ON THE GO**, a joint venture with PUMP MEDIA, led by Ismael Alaoui, in gas stations and convenience stores. The network already has 2015 indoor and outdoor digital displays located at 327 different sites across the country.

Neo is also actively developing its newest digital network **Neo Fitness** (which already has close to 285 digital faces) following long-term partnership agreements with players such as Nautilus Plus, World Gym and Anytime that also include creative and experiential marketing operations.

Neo Mobile completes Neo's service offering to reach specific targets based on their location, interests and socio-demographic profile via their mobile, tablet or computer.



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