



Press release

Marseille, 21st February 2017

Caroline Villecroze named Communications Director for the Onet Group

Onet, the services and engineering Group, is proud to announce the appointment of Caroline Villecroze in the newly-created position of Communications Director for the group.



Caroline Villecroze, 39 years old, graduated from the Paris *Ecole Supérieure de Commerce* (ESCP Europe) in 2001, and has held several management positions in the advertising, telecommunications and media industries.

Caroline Villecroze began her career as part of the broadcasting company AB Groupe's senior management, in charge of financial communications and development projects. In 2005, she joined the management consulting company Capgemini Consulting as a Managing Consultant, where she worked on the convergence between the telecommunications and media industries. Combining these different experiences, she created Finvalue Conseil in 2011, a company specialised in strategy and marketing consulting where she worked on large accounts such as Voyages-Sncf, Orange and the Belgian start-up Toonyou.

In 2012, she joined Adrexo, subsidiary of Spir Communication specialised in the distribution of print advertising (20,000 employees). She started out as the Marketing and Innovation Manager, then went on to become the Head of Strategy. While managing a team of 30 employees, she defined and executed the company's repositioning and digital transformation until Adrexo was bought by a group of private shareholders at the start of 2017.

The position of the Onet Group's Communications Director, newly created and reporting to Customer Offer and Strategy management, combines all areas of communication. Caroline Villecroze will namely have the task of defining the branding strategy and the company's internal and external communication as well as assisting subsidiary management with the application of their action plans.

"We are very happy to welcome Caroline to the team. Her experience in communication and the digital world is just what we need to help Onet continue the digital transformation we started two years ago and start using innovative communication tools," indicated Gilles Lafon, Customer Offer & Strategy Director.

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About ONET, the engineering and services group

Onet unites different services:

- **Cleaning**

(805 million euros in 2015, 44,500 employees)

- **Security**

(190 million euros in 2015, 4,640 employees)

- **Airport Services**

(56 million euros in 2015, 750 employees)

- **Reception**

(10 million euros in 2015, 580 employees)

- **Logistics**

(48 million euros in 2015, 740 employees)

- **Technologies**

(251 million euros, 2,760 employees: including 400 engineers)

- **Interim and permanent staff management**

(103 million euros in 2015, 2,660 employees (full-time equivalents))

Overall volume of business in 2015: 1.6 billion euros. 65,000 employees and on 31st December 2015 over 470 branches in France and in 6 other countries.

For more information: <https://en.groupeonet.com/>

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