



Press Release - May 24, 2016

---

**MARIE BOLLORÉ NAMED CHIEF EXECUTIVE  
AT THE HEAD OF ELECTRICAL MOBILITY APPLICATIONS FOR THE BOLLORÉ GROUP**

The Bolloré Group has announced the creation of an electrical mobility applications management unit under the executive leadership of Marie Bolloré, as from June 1, 2016.

The unit will bring together a number of business operations:

- ✓ - the sale and rental of electric vehicles to individuals, business fleets and municipalities: The Bolloré Group produces and markets a range of electric cars using LMP® batteries designed and developed by its Blue Solutions subsidiary.
- ✓ - car-sharing, of which Autolib', a venture that has had great success in the Paris metropolitan area with over 4,000 Bluecars on the streets, more than 6,100 charging terminals and over 15 million rentals since it was first launched; plus other car-sharing services in Lyon (BlueLy), Bordeaux (BlueCub), Indianapolis in the US (BlueIndy) and Turin in Italy (BlueTorino).
- ✓ - the sale and rental of 100% electric buses - the Bluebus - to be used especially on the RATP (city transit) line 341, and the new Bluetram concept that requires neither rails nor catenaries.
- ✓ - city transit and shuttle services.

The management unit will come under Blue Solutions, the division "electricity storage" division headed by Chief Executive Officer Gilles Alix.

To date, Marie Bolloré was marketing manager with Blue Solutions and for the E-MEHARI program with Citroën.

Marie Bolloré is a graduate from the University of Paris Dauphine (Masters Degree in Management). She is also a director on the board of the Italian investment bank Mediobanca and with a number of Bolloré Group companies.