

## Displayce continues its growth in Europe with the opening of an office in Brussels and the hiring of Gauthier Mine

**Brussels, June 24, 2024** - To support its rapid expansion in Belgium and the Benelux region, Displayce, the leading European platform for programmatic buying in digital out-of-home (DOOH), is strengthening its presence with the opening of its first office in Brussels. The hiring of Gauthier Mine as Head of Sales Benelux supports this growth.

### **DISPLAYCE, PIONEERING PLAYER IN PROGRAMMATIC DOOH IN EUROPE AND THE BENELUX**

Founded 10 years ago, Displayce is a programmatic buying platform specializing in digital out-of-home. By connecting advertisers and media agencies to over one million digital billboards and assets in 80 countries, the company establishes itself as a pioneer in programmatic DOOH in France and Europe. Displayce now has offices in Bordeaux, London, Madrid, and Brussels. Since 2022, JCDecaux has held a majority stake in the company.

Already well established in the Benelux with 42 media owners, including JCDecaux, Clear Channel, Global Netherlands, Basic Fit, and more than 18,000 screens available programmatically, Displayce is already collaborating with major media agencies such as Kinesso, Havas Belgium, and Biggie (formerly Gammed). The opening of the Brussels office and the hiring of Gauthier Mine allow Displayce to continue growing in this key region.

The Belgian market, dominated by Brussels and other major cities like Antwerp, Charleroi, and Liège - where three-quarters of the digital assets are concentrated - offers considerable potential for Displayce's expansion. Indeed, investments in DOOH saw significant growth of 26.8% in Belgium in 2023 (Source: CIM Out-of-Home 2024).



### **GAUTHIER MINE APPOINTED HEAD OF SALES TO DRIVE DISPLAYCE'S EXPANSION IN THE BENELUX**

With diverse experience in digital and advertising agencies in Brussels, Gauthier Mine brings in-depth knowledge of programmatic and the Belgian market. Prior to joining Displayce, he worked at Dentsu Aegis and later at the media agency Gammed, where he gained significant expertise in programmatic DOOH, media strategy, and business development. As Head of Sales Benelux, Gauthier Mine will play a key role in Displayce's expansion in the region, enhancing its European presence. He collaborates closely with agencies, networks, and technology partners

to integrate programmatic DOOH into campaign planning processes and position Displayce as the market's leading DSP. Gauthier Mine reports to Rémi Boudard, VP of Sales, who in turn reports to Marie Gaestel, co-founder, and Chief Revenue Officer.

*"I am delighted to join Displayce at such a crucial moment in its development. The Benelux market offers significant opportunities for programmatic DOOH, and I look forward to collaborating with agencies and advertisers in the region to maximize the impact of their media campaigns. Displayce is a major and innovative player, and I am enthusiastic about contributing to its success and expansion,"* shared **Gauthier Mine**.

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**About Displayce**

Displayce is the pioneering French platform dedicated to optimizing the purchase, impact, and quality of advertising campaigns on out-of-home digital communication channels (Digital-Out-Of-Home). Through this specialized programmatic platform, media agencies and brands gain access with a single click to a vast inventory of digital screens, totaling more than 1,000,000 across 80 countries. This proprietary AI-based technology enables real-time automated panel buying, differentiated and cookieless targeting capabilities, optimal campaign impact, and measurement of delivery quality.

Founded in 2014 and headquartered in Bordeaux, Displayce employs over 40 experts with offices in France, Spain, the United Kingdom, and Belgium. Since July 2022, JCDecaux has held a majority stake in the company, providing Displayce with resources to accelerate its development.

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