Press release

Paris, October 17, 2024

Ken Campbell succeeds Jean-Marc Harion as CEO of Play in Poland

Governance



The iliad Group has appointed Ken Campbell as the CEO of Play, effective November 10. Ken succeeds Jean-Marc Harion, CEO of Play since 2018.

Jean-Marc joined Play in 2018. Since then, Play has become a **leading convergent operator** in Poland and has also strengthened its status as the country's **leading mobile service provider**. After the acquisition of UPC Polska in 2022, Play was the first operator to make its fixed infrastructure available in an open access model to other companies (via its entity *Polski Światłowód Otwarty*), **helping to bring fiber** within everyone's reach in Poland.

When his duties as Play's CEO end on November 9, **Jean-Marc will join the Swedish operator Tele2** as **CEO**, following his appointment by Tele2's Board of Directors.

Ken Campbell is a seasoned executive with over 25 years of experience in the telecommunications industry in North America, Africa and Europe.

He was Founding CEO of Canadian operator **WIND Mobile** (now Freedom Mobile), Managing Director of Moroccan operator **INWI**, CEO of **Ooredoo** in Tunisia, CEO of **Bite Group** in Lithuania and Latvia, and co-founder of Mobile **Klinik**, Canada's leading smartphone repair network (acquired by Telus).

More recently, he was a partner at **PMP strategy**, a consulting firm in London, and was the Chairman of **Terago**, a Canadian B2B operator. He has also served as a non-executive director of **Octotel**, a South African fixed-line internet service provider.

Ken holds an MBA from London Business School and a BA in Economics from Carleton University, Ottawa. He began his professional career at the strategy consulting firm, A.T. Kearney in Washington, D.C.

Thomas Reynaud, CEO of the iliad Group, said: *"I want to warmly thank Jean-Marc for everything he's done for Play. His leadership over the past six years has been key to the company's dynamic business development and transformation. I'd also like to congratulate him on his appointment as CEO of Tele2. And on behalf of everyone at the iliad Group, I would like to welcome Ken to the team. I'm sure that his entrepreneurial drive and international experience will be key assets for energizing our growth momentum in Poland even further."*

About the iliad Group

Created in the early 1990s, the iliad Group is the inventor of the world's first triple-play box and is now a major European telecoms player, standing out for its innovative, straightforward and attractive offerings. The Group is the parent of Free in France, iliad in Italy and Play in Poland, has over 18,200 employees serving more than 49.8 million subscribers, and generated €9.7 billion in revenues in the twelve months ended June 30, 2024. In France, the Group is an integrated Fixed and Mobile Ultra-Fast Broadband operator and had 22.9 million subscribers at end-June 2024 (15.3 million Mobile subscribers and 7.5 million Fixed-line subscribers). In Italy, where it launched its business in 2018 under the iliad brand, it is the country's fourth-largest mobile operator and at end-June 2024 had nearly 11.3 million Mobile subscribers and 280,000 Fiber subscribers. In Poland, the Group is an integrated convergent operator, and at end-June 2024 had 13.3 million Mobile subscribers and nearly 2.1 million Fixed-line subscribers. In the second quarter of 2024, the iliad Group became Europe's fifth-largest operator by number of retail Mobile subscribers (excluding M2M) and it remains the fifth-largest Fixed Broadband operator. Late April, the iliad Group became the main shareholder of the Tele2 Group.

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