



## George Neill Joins Brink's as Chief Marketing Officer

December 12, 2018

RICHMOND, Va., Dec. 12, 2018 (GLOBE NEWSWIRE) -- The Brink's Company (NYSE:BCO), the global leader in total cash management, route-based secure logistics and security solutions, today announced that George Neill joined the company as chief marketing officer. Neill will lead the company's global commercialization efforts including new product introductions, marketing communications, branding and licensing.

Doug Pertz, Brink's president and CEO, said: "George brings a wealth of global branding, digital marketing and commercialization expertise that is critical to the ongoing transformation of Brink's. He is already playing a key role in the continued execution of our strategic growth initiatives and is leading the development of new market opportunities focused on high-margin, IT-enabled services that will further differentiate Brink's in the marketplace. In addition to his impressive experience in brand strategy and transformational marketing, George shares our sense of urgency, passion and drive for excellence."

George Neill said: "It's truly exciting to be part of Brink's at this pivotal time in our rich history. We have great opportunities to leverage the iconic Brink's brand to drive growth in our existing markets and to deploy new technology-enabled solutions for our banking and retail clients as well as their customers."

Prior to joining Brink's, Neill directed marketing efforts at several Fortune Global 500 companies including Apple, Keurig Green Mountain, Fiat Chrysler, Brunswick Corporation, Motorola and BMW North America. Career highlights include leading worldwide marketing communications at Apple, where he reported to former CEO Steve Jobs and was responsible for launching the Apple Store as well as the iTunes and iPod product lines. He also led rebranding at Fiat Chrysler, and oversaw branding and marketing initiatives at BMW. While at Apple, Neill was named "Corporate Marketing Executive of the Year" by The Delaney Report and Ad Age "Marketer of the Year," an honor he also received while at Fiat Chrysler. Neill also served on the board of the VCU Brandcenter in Richmond, Va., a master's program focused on developing the best creative talent in the advertising and marketing industries. A native of New Orleans, La., Neill graduated from Trinity College in Hartford, Connecticut.

### **About The Brink's Company**

The Brink's Company (NYSE:BCO) is the global leader in total cash management, route-based secure logistics and payment solutions including cash-in-transit, ATM services, cash management services (including vault outsourcing, money processing and intelligent safe services), and international transportation of valuables. Our customers include financial institutions, retailers, government agencies, mints, jewelers and other commercial operations. Our global network of operations in 41 countries serves customers in more than 100 countries. For more information, please visit our website at [www.Brinks.com](http://www.Brinks.com) or call 804-289-9709.

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