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Viacom Appoints Jose Tolosa as Chief Transformation Officer

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ:VIAB, VIA) today announced it has appointed Jose Tolosa as Chief Transformation Officer, effective immediately. Tolosa will report to Viacom President and CEO Bob Bakish.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171129005806/en/>



Jose Tolosa (Photo: Business Wire)

Operations for MTV, VH1 and Logo in the U.S.

In this newly created role, Tolosa will oversee a team responsible for guiding Viacom's transformation agenda, and developing and executing initiatives that support and accelerate the strategic priorities set out as part of the company's fourth quarter and full year 2017 earnings results.

Previously, Tolosa served as Chief Operating Officer of Viacom International Media Networks (VIMN), where he worked closely with senior leadership to accelerate the company's international growth strategy, including extending its pay TV footprint in key growth markets and increasing opportunities for consumers to access content across devices.

Commenting on the appointment, Bakish said, "Jose brings to this new role a strategic and global perspective and unmatched insights into Viacom's business. At VIMN, he played an instrumental role in evolving our international media business, including the launch of our highly successful Play Plex mobile apps and their ongoing expansion to the U.S. As Chief Transformation Officer, Jose will build on this strong track record by ensuring we are aligning our operations to meet our goals and best position Viacom for the future."

Tolosa joined Viacom in 2008 and has held a number of positions at VIMN, including Executive Vice President, Strategy, Business Development and Operations. He graduated from Harvard Business School and earned a Bachelor's in Finance and Accounting from Georgetown University.

In addition, VIMN today announced the appointment of Melody Tan as its new Chief Operating Officer, succeeding Tolosa. Previously, Tan served as Executive Vice President, Programming, Strategy &

Tan joined Viacom in November 2003 as a Director, Content Distribution and Marketing, Strategy and Business Operations. Prior to that, she worked as a consultant at Oliver Wyman and Corporate Decisions, Inc. She graduated from Harvard Business School and earned a Bachelor's degree in East Asian Studies from Harvard University.

About Viacom

Viacom is home to premier global media brands that create compelling entertainment content - including television programs, motion pictures, short-form content, apps, games, consumer products, podcasts, live events and social media experiences - for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Nick Jr., MTV, BET, Comedy Central, Spike (to be rebranded as Paramount Network in the U.S.), VH1, TV Land, CMT, Logo, Channel 5 (UK), Telefe (Argentina), Colors (India) and Paramount Channel, reach approximately 4.3 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. Paramount Television develops, finances and produces original programming for television and digital platforms.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/viacom.

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