

## JCDecaux is developing its organisation

### Communication Extérieure

Allemagne  
Argentine  
Australie  
Autriche  
Belgique  
Bosnie  
Brésil  
Bulgarie  
Canada  
Chili  
Chine  
Corée  
Croatie  
Danemark  
Espagne  
Estonie  
États-Unis  
Finlande  
France  
Hongrie  
Inde  
Irlande  
Islande  
Italie  
Japon  
Lettonie  
Lituanie  
Luxembourg  
Malaisie  
Montenegro  
Norvège  
Ouzbékistan  
Pays-Bas  
Pologne  
Portugal  
République Tchèque  
Royaume-Uni  
Russie  
Serbie  
Singapour  
Slovaquie  
Slovénie  
Suède  
Suisse  
Thaïlande  
Turquie  
Ukraine  
Uruguay

**Paris, 10 April 2007** – With a view to speeding up its development and further improving the quality of service offered to its customers, JCDecaux is making its organisation more effective.

**A General Corporate Finance and Administration Direction has been set up.** Headed by Gérard Degonse, it comprises:

- Financial Control Department (Stéphane Prigent),
- Mergers, Acquisitions and Business Development Department
- Investor Relations Department (Alexandre Hamain)
- Information Systems Department (Bertrand Kientz)
- Legal Affairs Department (Patrick Gourdeau).
- Quality and Sustainable Development Department (Agnès Lostis)

**A General Product, Finance and Human Resources France Direction has been set up.** Headed by Jean-Michel Geffroy, it comprises:

- Finance Department France (Francis Rideau)
- Human Resources Department (Thierry Raulin)
- City Relations Department (Véronique Simmler)
- Estate Management and Development Department (Jean-François Curtil)
- Regional Departments (18 regions).

**The General Commerce and Development France Direction has been reinforced.** Headed by Isabelle Schlumberger, it comprises:

- Street Furniture National Sales Department (Jean-Christophe Chrétien)
- Avenir National Sales Department (Olivier Douffiagues)
- Local Sales Department (Olivier Douffiagues)
- Cultural Commercial Department (Bernard Borach)
- Airport / Artvertising Department (Isabelle Fourmentin)
- Commercial Development Department
- Coordination and Commercial Resources Department (Cyril Roche)
- Administration Department (Lorraine Bouillard)

**A General Research, Production, Operations France Direction has been set up.** Headed by Rémi Pheulpin, it comprises:

- Operations Department (Rémi Pheulpin)
- Industrial Department (Xavier Hubert) to which the New Technologies Department (Jacques Le Gars) is attached
- Graphic Arts Department (Sylvain Larray)

**A General Marketing, Research and Strategy France Direction has been set up.** Headed by Albert Asséraf, it comprises:

- Operational Marketing Department (Michel van der Veken)
- Strategic Marketing Department (Isabelle Mari)
- Airport / Artvertising Marketing Department (Sandrine Mettetal).

The France Management Committee, chaired by Jean-Charles Decaux, Chairman of the Board and Co-CEO of JCDecaux, will now be made up of:

**Gérard Degonse**, Executive Vice-President Corporate Finance and Administration, member of the Executive Board

**Agathe Albertini**, Vice-President Communications

**Albert Asséraf**, appointed Executive Vice-President Strategy, Studies and Marketing

**Jean-Michel Geffroy**, appointed Executive Vice-President Product, Finance and Human Resources

**Xavier Hubert\***, Vice-President Industrial

**Bertrand Kientz\***, Vice-President Information Systems

**Rémi Pheulpin\***, Executive Vice-President Research, Production and Operations

**Thierry Raulin**, Vice-President Human Resources

**Francis Rideau**, Vice-President Finance

**Isabelle Schlumberger**, Executive Vice-President Commerce and Development

\*new members of the France Management Committee

**Gérard Degonse**, 59, is a graduate of the Institut d'Etudes Politiques (IEP – Paris) and has a degree in Economics. Between October 1983 and January 1989, he was responsible for management control and consolidation with Elf Aquitaine. From February 1989 to June 1994, he was VP Treasurer and Company Secretary with Euro Disney. In July 1994, he became Chief Financial Officer – Treasurer with Elf Aquitaine. In June 2000, he was appointed both as JCDecaux's Executive Vice-President Finance and to its Executive Board.

**Jean-Michel Geffroy**, 47, graduated from Arts et Métiers and ESSEC. In 1989, he began his career with Photo-Me International where he held various posts in sales, marketing and operations. In 1997, he joined JCDecaux as Regional Director for west Ile de France. In 1998, he was appointed South East Asia Manager, a post based in Singapore, then in 2000 was promoted Vice-President Asia.

**Isabelle Schlumberger**, 44, is a graduate of the Institut d'Etudes Politiques (IEP – Paris) and holds a post graduate qualification in finance from Paris IX Dauphine. She began her career in 1984 as an internal auditor with Havas before being appointed head of investor relations. In 1990, she moved to Avenir Havas Media as Deputy Financial Director, then in 1994 became Administrative and Financial Director for British and American business in London. In 1998, she was appointed Managing Director of Sky Sites in London, the future JCDecaux Airport UK. In 2000, Isabelle Schlumberger became Chief Executive Officer of JCDecaux Airport in Paris and in 2003, Chief Executive Officer of JCDecaux Artvertising. In 2006, she was appointed President of JCDecaux Airport and JCDecaux Artvertising, responsibilities that she retains.

**Rémi Pheulpin**, 41, is an Arts et Métiers engineer. In 1989, he began his career with Bouygues as works engineer then became works manager. In 1993 he joined JCDecaux as deputy to the Chief Operating Officer France. In 1997 he was appointed Director of DPE (Decaux Publicité Extérieure). In 1999, he became Chief Operating Officer France before being promoted to Chief Operating Officer and Vice-President Operations France in 2003.

**Albert Asséraf**, 45, has a master degree in information science and technical systems. He began his career in 1985 with Comecon, an outdoor advertising consultancy firm. He continued with Carat Comecon Affichage where in 1990 he was appointed Director of Studies and Tools. In 1993, he became Managing Director of Carat Expert Affichage then in 2001, Managing Director of Carat Expert Affichage and Médias Locaux. In addition since 1994 he has taught marketing, advertising and media at UFR Communication des Entreprises at Paris XIII. Albert Asséraf is also a member of the board of IREP, a member of the board of CESP and of the CESP billboard collegiate. He is president of Affimétrie for 2007.

**Bertrand Kientz**, 50, is an ENSTA engineer with an engineering doctorate in applied informatics. He began his career with Air France in 1983 as IT project manager then occupied various posts before in 1999 becoming Director of Studies and Development with the IT General Directorate. Since 2001, he has been Vice-President Information Systems with JCDecaux.

**Xavier Hubert**, 48, is a graduate of the Ecole Polytechnique and is a Télécoms Paris graduate. He began his career in 1983 with Pont-à-Mousson and occupied various posts including 5 years in UK. In 1997, he joined Moulinex as logistics director. Since 2000, he has been Vice-President Industrial with JCDecaux.

## **Press Relations**

Agathe Albertini  
Tel.: +33 (0) 1 30 79 34 99  
Fax: +33 (0) 1 30 79 35 79  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

## **Investor Relations**

Alexandre Hamain  
Tel.: +33 (0) 1 30 79 79 93  
Fax: +33 (0) 1 30 79 77 91  
[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)