

JCDecaux: appointments in Kingdom of Saudi Arabia and Qatar

Out of Home Media

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Uruguay
Uzbekistan

Paris, December 1st, 2010 – Following the award of the 10-year contract for the exclusive advertising concession covering all 26 airports in Saudi Arabia, Alexandre Roubaud has been appointed Managing Director of JCDecaux Ata Saudi (joint venture between JCDecaux and its Saudi Arabian partner ATA), Philippe Infante has been appointed Deputy Managing Director of JCDecaux ATA and Steve Bovey has been appointed Managing Director of q.media Decaux in Qatar.

Alexandre Roubaud (30) has been appointed Managing Director of JCDecaux ATA, effective 1st December 2010.

Alexandre Roubaud joined JCDecaux in 2005 as a Financial Controller responsible for the UK, Ireland, the Netherlands, Scandinavia and Australia. He then was appointed to the position of Business Development Director Middle East in September 2006 and was later promoted to Managing Director of the United Arab Emirates (UAE) in January 2008.

Alexandre Roubaud is a graduate of the EDHEC business school (Ecole des Hautes Etudes Commerciales du Nord). He began his professional career as a mergers & acquisitions analyst working for Banque Lazard in 2003.

Alexandre Roubaud will report to Emmanuel Russel, CEO Middle East and Africa and co-CEO for Eastern Europe and Central Asia, and remains Managing Director of JCDecaux United Arab Emirates (UAE), Business Development Director for the Middle East and Board Member of q.media Decaux (Qatar).

Philippe Infante (33) has been appointed Deputy Managing Director of JCDecaux ATA, effective 1st December 2010.

He joined JCDecaux Marseille in 2003 as a Technical Sales Executive and was promoted in 2005 to Account Manager in the General Commerce & Development Direction in Paris. Since July 2007, Philippe has been managing q.media Decaux, a joint venture between Qatar Media Services and JCDecaux in Qatar.

Philippe began his professional career in Lisbon by joining Peugeot in 2001 as Media Manager.

Philippe Infante is a graduate of the ICN (Nancy) Business School and of the Tecnológico de Monterrey Institute (Mexico).

Philippe Infante will report to Alexandre Roubaud, Managing Director of Saudi Arabia and will continue to act as a board member of q.media Decaux.

Steve Bovey has been appointed Managing Director of q.media Decaux (Qatar)

Steve Bovey (50) has been appointed Managing Director of q.media Decaux, effective 1st December 2010.

Steve joined the Group in March 2002 as a Technical Manager in Melbourne, Australia. In 2008, he transferred to Qatar and has since acted as the Director of Operations of q.media Decaux.

Prior to JCDecaux Australia, Steve worked for LSE Technology, a company specialized in microwave equipment and rebroadcast systems, working as State Manager and running the operations for the Victoria area (Australia).

Steve Bovey will report to Emmanuel Russel, CEO for the Middle East and Africa and Co-CEO for Eastern Europe and Central Asia.

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,374,926.68 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, 9 first month 2010 revenues: €1,658.7m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

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