

## JCDecaux: Appointments in the Corporate Finance and Administration Department

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**Paris, 15 March 2011** - JCDecaux has made 3 senior appointments in the Corporate Finance and Administration Department.

### **Alexandre Roubaud has been appointed Chief Executive Officer of JCDecaux Latin America.**

Alexandre Roubaud has been appointed Chief Executive Officer of JCDecaux Latin America, effective May 21, 2011. He will report to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO.

Alexandre Roubaud (30) graduated from EDHEC Business School (*Ecole des Hautes Etudes Commerciales du Nord*). He began his career as an analyst in mergers & acquisitions at Banque Lazard in 2003.

He joined JCDecaux in 2005 as Financial Controller for the United Kingdom, Northern Europe and Australia. In 2006 he was appointed Business Development Manager for the Middle East.

Alexandre Roubaud is currently Managing Director of JCDecaux in the United Arab Emirates & Saudi Arabia, Director of q.media Decaux (a joint venture between Qatar Media Services and JCDecaux) as well as Business Development Director for the Middle East.

### **Philippe Lecuyer has been appointed Managing Director of JCDecaux Argentina, Chile and Uruguay**

Philippe Lecuyer will become Managing Director of JCDecaux Argentina, Chile and Uruguay from May 21, 2011. He will report to Alexandre Roubaud, CEO of JCDecaux Latin America.

Philippe Lecuyer (45) joined JCDecaux in 1995, working at an international level in the Group's Spanish subsidiary. In 1998 he was appointed Development Manager for Latin America before being promoted to Managing Director of JCDecaux Argentina, Chile and Uruguay in 2003. In 2007 he took on the additional responsibility for Brazil.

## **David Bourg has been appointed Managing Director of JCDecaux Middle East**

David Bourg has been appointed Managing Director of JCDecaux Middle East, effective April 15, 2011. He will report to Emmanuel Russel, Chief Executive Officer for the Middle East and Africa

David Bourg (41) is a graduate of the Sciences Po Paris (Institut d'Etudes Politiques de Paris) and holds a Master's degree and a post-graduate diploma (DEA) in Economics from the University of Paris Dauphine.

Before joining the JCDecaux Group, David Bourg held a number of roles at Deloitte & Touche including Audit Supervisor in Buenos Aires and Audit Manager in Paris for a number of multinational companies.

David Bourg joined JCDecaux in 2001 as a Business Development Manager responsible for merger & acquisition projects within the Group. He has been Chief Financial Officer for Asia since 2005.

**Contacts**    **Communications Department:** Agathe Albertini  
+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)  
**Investors Relations:** Martin Sabbagh  
+33 (0) 1 30 79 79 93 – [martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)