

## Out of Home Media

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Argentina  
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Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
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Malaysia  
Montenegro  
Norway  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Saudi Arabia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
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United States  
Uruguay  
Uzbekistan

## JCDecaux Middle East Africa: appointment of Philippe Infante, CEO of JCDecaux Saudi Arabia and Yoann El Jaouhari, CEO of JCDecaux Dubai and Northern Emirates.

**Paris, May 2, 2011** – Philippe Infante has been appointed Managing Director for JCDecaux Saudi Arabia, effective May 1, 2011. Philippe Infante is based in Jeddah and reports to David Bourg, Managing Director for JCDecaux Middle East.

Philippe Infante (33) holds degrees from the ICN Business School in Nancy and the TEC de Monterrey in Mexico.

Philippe Infante began his career in Lisbon working as a Media Manager for Peugeot in 2001. He joined JCDecaux in Marseille as a Sales Representative in 2003 before being appointed, in December 2005, Account Manager in JCDecaux's Corporate Sales & Development Department in Paris. In 2007, he became Managing Director of q.media Decaux in Qatar before being appointed Deputy Managing Director of JCDecaux ATA (a joint venture between JCDecaux and its Saudi partner ATA) in December 2010.

Yoann El Jaouhari has been appointed Managing Director for JCDecaux Dubai and Northern Emirates, effective May 1, 2011. Yoann El Jaouhari is based in Dubai and reports to David Bourg, Managing Director for JCDecaux Middle East.

Yoann El Jaouhari (35) holds a master's degree in Economics Engineering and Statistics awarded by the Universities of Toulouse and Leicester.

Yoann El Jaouhari began his career with Médiamétrie in 1999 working as a Market Research and Account Manager. In 2000, he joined Carat Expert as a Market Research Manager, Outdoor and Local Media, before being appointed to the position of Strategic Planner and Consultant for Local Media.

After a brief period in the Interdeco Métropoles Group in 2002 where he worked as a Manager responsible for press-magazine research, he joined the Lagardère Media Group in 2003 where he assumed responsibility as Marketing Manager (at Lagardère Active Publicité Région) in charge of the radio stations.

In 2005, Yoann El Jaouhari joined JCDecaux as an Operational Marketing Manager before being appointed, in 2007, Deputy Operational Marketing Director.

In 2009, he was appointed Marketing Director responsible for the Gulf States. In addition to his responsibilities in marketing, he was appointed Sales Director for the Emirates of Dubai and Sharjah in October 2009.

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