

# JCDecaux

## Albert Asseraf is appointed Strategy, Marketing & Research Director of JCDecaux Airport and JCDecaux Artvertising for France

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Ukraine

**Paris, November 6, 2006** – Albert Asseraf has been appointed Strategy, Marketing & Research Director of JCDecaux Airport and JCDecaux Artvertising for France.

Reporting directly to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux SA, he has been a member of the French Management Committee since 2004 in his capacity as Strategy, Marketing and Research Director of JCDecaux Street Furniture and the Avenir Billboard activities in France. He has now also been put in charge of JCDecaux Airport and JCDecaux Artvertising (event-based advertising) for France in order to develop synergies between these four brands in terms of product offerings, research and the definition of marketing strategies.

After obtaining a Master's Degree in Information Science & Technology, Albert Asseraf (45) began his career in 1985 with Comecon, an outdoor advertising consultancy firm. He continued his career within Carat Comecon Affichage where he was appointed Director of Studies & Tools in 1990. He became General Manager of Carat Expert Affichage in 1993 and subsequently, in 2001, General Manager of Carat Expert Affichage et Médias Locaux. Since 1994, he has also been giving courses in Marketing, Advertising and Media in the Business Communication Training & Research Unit of the University of Paris XIII.

Albert Asseraf is also a member of the Board of Directors of the IREP (Institute of Advertising Research & Studies), a member of the Executive and Scientific Committees of the Affimétrie audience metrics organization, a member of the Board of Directors of the CESP audience measurement association, and a member of CESP's Billboard College.

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