

New appointments at JCDecaux: Managing Director “Produits” in France, CEO Asia and President of the Japanese subsidiary

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Paris, November 16, 2006 - JCDecaux announces one new appointment in France and two appointments in Asia:

Jean-Michel Geffroy has been appointed Managing Director “Produits” of JCDecaux Mobilier Urbain and Avenir in France effective April 1, 2007, when Roger Petrignani, the current Managing Director “Produits” will retire from the Group. Reporting directly to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, he is a member of the France Management Committee.

Jean-Michel Geffroy (46) is a graduate of the Arts et Métiers school of engineering and the ESSEC business school. He began his career in 1989 with Photo-Me International where he held various positions in sales, marketing and operations. In 1997, he moved to JCDecaux to assume responsibility as Regional Director for the Western Ile de France region. In 1998, he was appointed Manager for South-East Asia, a position based in Singapore, before being promoted in 2000 to the position of CEO Asia.

Emmanuel Bastide has been promoted to the position of CEO Asia, effective January 1, 2007, to replace Jean-Michel Geffroy. Based in Singapore, he will report to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux.

Emmanuel Bastide (38) is a graduate of the Ecole des Mines de Paris (ENSMP) school of engineering. He began his career as a Works Engineer for Saur in 1994 before joining JCDecaux in 1998 as Deputy Regional Director for the Eastern Ile de France region. In 1999, he was appointed Development Director for Northern Asia (excluding Japan), a position based in Hong Kong. Promoted in 2001 to the position of Senior Vice-President of MCDcaux in Japan (a joint venture between JCDecaux SA and Mitsubishi Corporation of which JCDecaux owns 60%), he became President of this company in 2002.

Thomas Guédron has been appointed President of MCDcaux, to replace Emmanuel Bastide, effective December 1, 2006. Based in Tokyo, he will report to Emmanuel Bastide.

A graduate of the INP-Grenoble school of engineering and INSEAD graduate business school, Thomas Guédron (34) joined JCDecaux in 1998 as an assistant to the International Technical Director. In 1998, he became Technical Director, Asia, based in Singapore, before being appointed, in 2001, President of IPDecaux, a JCDecaux subsidiary in South Korea. In 2005, he was appointed Development Director of JCDecaux Asia, based in Singapore.

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