

JCDecaux strengthens the organisation of its sales teams

Paris, September 26, 2007 - In order to further improve the quality of service provided to its customers, advertisers and agencies, to speed up the pace of its growth in the domestic and local markets, to optimise the expansion of its display inventory following its success in a large number of competitive tenders, and to take full advantage of the increase in the audience for its networks, JCDecaux is strengthening the organisation of its sales teams under the responsibility of Isabelle Schlumberger, Executive Vice-President, Commerce & Development.

The following report directly to Isabelle Schlumberger:

- Jean Muller, appointed Executive Vice-President responsible for marketing the brands JCDecaux Street Furniture and Avenir;
- Isabelle Fourmentin, Executive Vice-President, JCDecaux Airport and JCDecaux Artvertising;
- Cyril Roche, appointed Director of Administration, Coordination & Resources.

Two cross-functional sales departments have been created and will be overseen by Jean Muller:

- A Cross-Functional Active Major Accounts team, managed by Bertrand Mouraille and Alban Duron, appointed Advertising Directors.;
- A Major Accounts Development team, managed by Stanley Sauvaget, who will join the Group.

The following also report to Jean Muller:

- The National Street Furniture & Avenir Sales Department, managed by Jean-Christophe Chrétien. Six Business Units have been created: 3 dedicated to Street Furniture and 3 dedicated to Avenir. Hervé Soldan has been appointed Advertising Director and will head a new team dedicated to the Paris portfolio. In a newly created role, Jean-Marc Besnard has been appointed Planning Director.
- The Local Street Furniture & Avenir Sales Department, managed by Olivier Héroguelle. Regional activities have been split into two teams., Edouard Beaufils and Eric Brandenburg will head the Northern and Southern zones respectively. They will supervise a streamlined team of six regional Sales Managers.
- The Cultural Activities Sales Department, managed by Bernard Borach.
- The Innovate Department, managed by Jean-Dominique Hiétin.
- The Support functions: Yield Management, under the responsibility of François Cotineau; Strategic Planning, under the responsibility of Virginie Bodel; and Sales Coordination with Claire-Marie Signouret, who will join the Group.

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A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 2007 H1 revenues: €1,019.0m
- 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 (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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