

Frédéric Baudot is appointed Business Development Director, North and West Africa, of JCDecaux

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Paris, December 19, 2007 – Frédéric Baudot has been appointed JCDecaux Business Development Director, responsible for North and West Africa. He reports to Emmanuel Russel, CEO Middle East, Africa, Eastern Europe and Central Asia.

His new responsibilities include the development of markets in North and West Africa in addition to the coordination and management of existing and future subsidiaries to be created in the countries under his responsibility.

Frédéric Baudot (39), who holds a degree from the Paris Institute of Political Science and a Master's degree in Business Law, began his career in 1992 as a corporate lawyer working for Lyonnaise des Eaux-Dumez. He joined JCDecaux in 1996 as a lawyer in the City Relations Department. In 1998, he was appointed Regional Manager responsible for the western part of the greater Paris region (Ile de France) and in 2000 he was appointed Regional Manager of the entire Ile de France region. In 2003, he was appointed Regional Manager, Ile de France Paris.

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