

## Paul Braida is appointed Vice-President, Information Systems

### Out of Home Media

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

**Paris, January 30, 2008** – Paul Braida has been appointed Vice-President, Information Systems, of the JCDecaux Group. A member of the France Management Committee, he reports to Gérard Degonse, Executive Vice-President Corporate Finance and Administration, and Member of the Executive Board of JCDecaux.

Paul Braida (42), an engineer by training, is a graduate of the prestigious Ecole Centrale de Paris (1989). He joined the Information Systems Department of the JCDecaux Group in August 2001 to take up a position as Director of Commercial Systems before assuming responsibility, in 2005, of the Group Application Development Department.

Paul Braida began his career with Air France in 1990 as an operational research consultant and held a series of positions as Project Manager and Project Director within the IS Department before making an active contribution to the introduction of Yield Management in his capacity as Development Manager. In 1998, he moved to SABRE Airline Solutions Inc. to take up a position as Director responsible for major accounts in the Southern Europe, the Commonwealth of Independent States (CIS), and Africa zones.

### Corporate Communications

Press Relations  
Agathe Albertini  
Tel.: +33 (0)1 30 79 34 99  
Fax: +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

### Corporate Finance

Investor Relations  
Alexandre Hamain  
Tel.: +33 (0)1 30 79 79 93  
Fax: +33 (0)1 30 79 77 91  
[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)