

## Jérôme Lepage is appointed Marketing & Business Development Director for the Transport business

### Communication Extérieure

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**Paris, September 3, 2012** - Jérôme Lepage has been appointed Marketing & Business Development Director for the Transport business worldwide. He will report to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux.

Jérôme Lepage (40) holds a Master's degree in Communications – Communication Science awarded by the Audencia School of Management.

He began his career in 2000 working for Hansen Communication as Head of Advertising before moving to the Axel Springer Group in 2001 as Customer Relationship Manager and, subsequently, Director of Advertising (working on the "Men's Health" magazine). He then moved to the Bertelsmann Group (Internet Division) where he was Director of Advertiser Relations from 2006 to 2008.

He joined JCDecaux Momentum Shanghai Airport in China in 2009 as Marketing Manager for the Shanghai and Qingdao airports. He played a key role in the design and implementation of the media strategy for the new Terminal 2 at Shanghai Hongqiao airport and in developing research focused on mobility and air passengers.

In his new capacity as Marketing & Business Development Director of the Transport business, Jérôme Lepage will be responsible for the Group's airport-based activities and advertising in metros, stations, trains, buses and tramways.

He will be responsible, in particular, for speeding up the Digital transformation with a view to expanding JCDecaux's range of products and services to meet the expectations of both the airport and transport authorities and their customers.

### Contacts

**Corporate Communications** : Agathe Albertini

01 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investor Relations** : Nicolas Buron

01 30 79 79 93 – [nicolas.buron@jcdecaux.fr](mailto:nicolas.buron@jcdecaux.fr)