

JCDecaux OneWorld: Stéphanie Foulon has been appointed OneWorld Manager, International Client Services - Asia in Shanghai

Out of Home Media

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Australia
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Denmark
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Germany
Hungary
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India
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Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 28 March, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the appointment of Stéphanie Foulon as OneWorld Manager, International Client Services - Asia based in Shanghai, effective from 1 April 2013. She will report to Xavier Dupré, Managing Director, Sales of JCDecaux OneWorld, and Thierry Bardoux, Chief Executive Officer, JCDecaux Airport Division in Shanghai.

This is a new position created within JCDecaux OneWorld - in charge of JCDecaux's international sales and marketing support for clients, media and advertising agencies in the more of 55 different markets where the Group operates - to establish greater proximity with brands located in Asia and ensure greater understanding of the challenges they face. In this way, we can offer more relevant and specialised tailored solutions that facilitate our clients' international expansion.

Stéphanie Foulon's appointment follows the opening JCDecaux OneWorld offices in Paris and New York in 2011.

Stéphanie Foulon, 27, is a graduate of RMS (Reims Management School) and of its Cesem (Centre d'Etudes Supérieures Européennes de Management) Franco-Chinese work experience programme. As OneWorld Manager, International Client Services - Asia, Stéphanie Foulon's main role will be to work with major clients in Asia that show international development potential.

Stéphanie's geographical proximity and on-the-ground presence will help to further reinforce relations between JCDecaux and Asian advertisers and agencies.

Before her appointment as OneWorld Manager, International Client Services – Asia, Stéphanie Foulon was Marketing Manager for JCDecaux Airport Chengdu in China

Xavier Dupré, Managing Director, Sales of JCDecaux OneWorld, said: *"The creation of this new position in Asia, our fourth JCDecaux OneWorld office after the UK, France and the US, will allow us to work closer with our Asian teams. Our enhanced regional proximity will improve the JCDecaux OneWorld services we provide to our current international partners, and will help in targeting prospective international clients in Asia seeking a global structure that meets their requirements. Out of Home is one of the most dynamic media sectors internationally, and JCDecaux is ideally placed to accompany the growing consolidation of its clients and their agencies".*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,386,792.80 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2012 revenues: €2,623m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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