

JCDecaux OneWorld: Clara Fortuno has been appointed Senior Executive - International Client Services in Miami

Out of Home Media

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Mexico
Norway
Oman
Panama
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Dominican Republic
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 15 July, 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the appointment of Clara Fortuno as Senior Executive - International Client Services based in Miami, effective from 14 July 2014. She will report to Andrew Korniczky, VP International Client Services.

This is a new position created within JCDecaux OneWorld, the division that provides international sales and marketing support for clients, media and advertising agencies in over 60 markets where the Group operates. Clara Fortuno will work with local teams in Miami and Latin America to drive the sales of JCDecaux's international portfolio with a focus on Latin and Central America.

Clara Fortuno's appointment follows the opening of JCDecaux OneWorld offices in London in 2009, Paris and New York in 2011 and Shanghai in 2013. JCDecaux OneWorld's Miami office will target the increasing number of international advertisers and agencies in the region.

Clara Fortuno graduated in Marketing from the International University in Florida. She began her career in 1998 as Marketing Manager for Interamerican Advertising. In 2003 she was appointed Research Analyst for Univision WLTV Channel 23 and in 2005 became Account Executive for Telefuturo WAMI Channel 69, also part of the Univision group. In 2007, she joined the leading Hispanic language broadcast operator, Univision, as National Sales Manager.

Xavier Dupré, Managing Director of JCDecaux OneWorld, said: *"The creation of this new position in Miami, our fifth JCDecaux OneWorld office after London, Paris, New York and Shanghai, demonstrates once again the Group's commitment to service clients with global marketing requirements. With the high concentration of Latin American company headquarters in Miami, Clara Fortuno's appointment will enable brands to access the full range of products and services of JCDecaux Latin America, a region where JCDecaux recently became the number one outdoor advertising company. 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."*

Key Figures for the Group

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,000 employees

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