

## Don Sperring appointed Group Digital Strategy Director for JCDecaux

**Paris, 12 April 2007** - JCDecaux has appointed Don Sperring as Group Digital Strategy Director. Formerly Managing Director of JCDecaux Airport in the UK, Don Sperring will take up his new international position on 16<sup>th</sup> April 2007.

### Out of Home Media

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

As Group Digital Strategy Director, Don's role will cover all divisions of JCDecaux worldwide. He will work in close collaboration with both the New Technologies Department and the Research Department at head office in Plaisir. Don will be based in the UK and will report to Jeremy Male, CEO UK & Northern Europe.

JCDecaux's extensive digital developments cover a diverse portfolio in many transit environments throughout the world including AEO, a unique airport digital channel that delivers over 350 screens in Charles de Gaulle Airport, Paris, metros in Hong Kong and Vienna and Street Furniture in the UK.

Don Sperring said "this is an exciting opportunity to develop a global strategy for our expanding digital portfolio ahead of the major deployment of digital by JCDecaux across BAA's 7 UK airports in 2008. Whilst traditional out of home formats will continue to dominate the sector, in the right environment, digital advertising adds flexibility of communication and exceptional audience engagement."

In his previous role as Managing Director of JCDecaux Airport, Don Sperring headed the UK Airport division that holds advertising contracts for 13 UK air and rail concessions including the 10-year BAA contract, worth an estimated €730million. He joined JCDecaux (Sky Sites) in 1999.

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