

## JCDecaux: appointments within JCDecaux Airport Paris and in Abu Dhabi

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**Paris, 17 September 2013** – JCDecaux has made appointments within JCDecaux Airport Paris and in Abu Dhabi.

### **Abu Dhabi: Jérôme Goutières appointed Managing Director for JCDecaux activities in the Emirate of Abu Dhabi**

Following the award of the 10-year exclusive contract with Abu Dhabi Airports Company (ADAC), starting August 1<sup>st</sup>, 2013, Jérôme Goutières has been appointed Managing Director for Abu Dhabi, effective November 16<sup>th</sup>, 2013. Based in Abu Dhabi, he will report to David Bourg, Chief Executive Officer for the Middle East.

Jérôme Goutières, 42 years old, who graduated from Ecole Supérieure de Gestion, began his career in 1995 at Carrefour France within the Food Business Development department before joining Smithkline Beecham S&H in 1996 as Merchandising Research Executive. In 1998, he was promoted to Account Manager at the company Trade Marketing Services.

Jérôme Goutières joined JCDecaux Publicité Lumineuse in 2001 as Key Account Manager. In 2002, he joined JCDecaux Airport France as Account Director and was later promoted to Key Account Director. In 2007, he was appointed Chief Operating Officer at JCDecaux Airport Thailand.

Since March 2011, he was promoted to Sales Director of JCDecaux Airport Paris.

Jérôme Goutières will remain Sales Director of JCDecaux Airport Paris until November 15<sup>th</sup>, 2013.

### **France: Adrien Figula appointed Sales Director of JCDecaux Airport Paris**

Adrien Figula, Sales Director of JCDecaux Innovate, has been appointed, effective November 16<sup>th</sup>, 2013, Sales Director of JCDecaux Airport Paris, a 50/50 joint-venture between JCDecaux and Aéroports de Paris. Based in Neuilly, Adrien Figula will report to Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport Paris.

Adrien Figula, 30 years old, who holds a higher technical diploma (BTS) specializing in sales force management, began his professional life in 2003 in the NRJ Group working as a Non-Media Project Manager in Alsace before assuming responsibility for the Eastern France Division in 2005. In 2007, he was appointed National Ambient Media Coordination Officer based in NRJ's corporate headquarters in Paris.

Adrien Figula joined JCDecaux in June 2008 as an Innovate Consultant in the Sales and Development department. In March 2010, Adrien Figula was appointed Business Advisory Manager of JCDecaux Innovate. In 2011, he was promoted to Business Advisory Director before assuming the role of Sales Director of JCDecaux Innovate in 2013.

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

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Adrien Figula will remain Sales Director of JCDecaux Innovate until November 15<sup>th</sup>, 2013.

At the same time, JCDecaux Airport Paris has adapted its sales structures in line with the organisation of three entities. Perceval de Saint Seine - currently Head of the International and Division Travel Retail - has been appointed Head of Advertising for the Travel Retail, International and Community Advertisers Divisions. Stéphane Dohollou - currently Head of the Corporate Accounts and Retail Goods Division - has been appointed Head of Advertising and which includes responsibility for the Brands Division. Renaud de la Pradelle will continue in his role as Head of the Business to Business Division.

**Communications Department:** Agathe Albertini  
+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)  
**Investor Relations:** Nicolas Buron  
+33 (0) 1 30 79 79 93 – [nicolas.buron@jcdecaux.fr](mailto:nicolas.buron@jcdecaux.fr)