

Expansion of JCDecaux's Executive Board

Emmanuel Bastide and Daniel Hofer appointed to the Executive Board of JCDecaux

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
Malaysia
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, 22 April 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced the appointment to its Executive Board of Emmanuel Bastide, in his capacity of CEO for Asia, and Daniel Hofer, who will join JCDecaux on 1 September 2014 as CEO for Germany, Austria, Central and Eastern Europe and Central Asia. Both appointments will take effect on 1 September 2014.

Emmanuel Bastide (45) is a graduate of the Ecole des Mines de Paris (ENSMP). He began his career as a Civil Engineer at Saur in 1994, before joining JCDecaux in 1998 as Deputy Regional Director for the Greater Paris Eastern area. In 1999, he was named Head of Development for Northern Asia excluding Japan, a position based in Hong Kong. In 2001, he was promoted to Senior Vice-President of MCDcaux in Japan (a joint venture between JCDecaux SA and Mitsubishi Corporation), and was subsequently named President in 2002. On 1 January 2007, he was appointed CEO for Asia with overall responsibility for Japan, Korea, China, Hong Kong, Macao, India, Thailand, Singapore, Malaysia, Indonesia, Vietnam, the Philippines, Mongolia and Myanmar.

Daniel Hofer (50) holds an MBA from the University of Rochester (New York) and a Doctorate in Business Administration from the University of South Australia (UniSA) in Adelaide. Daniel Hofer held various senior management functions in the media marketing industry before joining NZZ Group (Neue Zuercher Zeitung), a leading Swiss media company, serving as a member of the Executive Board between 2006 and 2010. Since 2010, he has been CEO of APG|SGA, the outdoor advertising market leader in Switzerland. From 1 September, as CEO for Germany, Austria, Central and Eastern Europe and Central Asia, Daniel Hofer will assume overall responsibility for activities in the following countries: Germany, Turkey, Austria, Czech Republic, Slovakia, Croatia, Slovenia, Hungary, Bulgaria, Poland, Ukraine, Kazakhstan, Uzbekistan and Azerbaijan.

Following a recommendation by the Remuneration and Nomination Committee and the Supervisory Board's decision of 22 April 2014, Emmanuel Bastide and Daniel Hofer will join JCDecaux's Executive Board from 1 September 2014.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, and Jean-Charles Decaux, Co-CEO of JCDecaux, said: *"We are delighted that Emmanuel Bastide and Daniel Hofer are joining our Executive Board. With his in-depth knowledge of the Group and his success in overseeing JCDecaux's development in Asia for 15 years, Emmanuel Bastide will bring, among other things, his vision of the media industry in fast-growing markets. Daniel Hofer, who successfully turned around APG|SGA in Switzerland under the Chairmanship of Jean-François Decaux, will bring 25 years of experience in the media and advertising industry in Switzerland as well as on an international level. Their experience, professionalism and dynamism are attributes that will contribute to the growth of our activities around the world."*



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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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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