

JCDecaux: Paul J. Meyer named President of Digital Sign Services in North America

Out of Home Media

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Luxembourg
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Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
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United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 23 September, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that Paul J. Meyer has been named President of Digital Sign Services, a new division of JCDecaux North America.

Mr. Meyer has served for more than ten years as President and CEO of the Americas Division of Clear Channel Outdoor (NYSE: CCO), the number one outdoor advertising company in the U.S. During his tenure with Clear Channel, Mr. Meyer pioneered the development of Clear Channel's very successful digital billboard networks in more than thirty U.S. markets. He also has served on the Board of Directors and Executive Committee of the Outdoor Advertising Association of America, including as Chairman, and on the Board of Directors and Executive Committee of the Traffic Audit Bureau, a non-profit, independent audience measurement company, whose members are principally outdoor advertising companies and major U.S. advertisers and their agencies.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"I am very pleased that Paul will be joining our company to lead our effort to expand into the U.S. billboard business generally, but most importantly, to bring his extensive experience and expertise to bear when helping us capitalize on our recent success in partnering with the City of Chicago to deploy a major digital network along Chicago's expressways. I'm looking forward to working with Paul to bring this exciting new opportunity to all of the major U.S. cities."*

Paul J. Meyer, President of Digital Sign Services of JCDecaux North America, said: *"I have long-admired JCDecaux for its fierce but fair competitiveness, and its focus on consistently delivering its advertisers a high standard quality product, while at the same time enhancing city streetscapes and energizing airport, railway and subway environment. Interestingly, my experience competing with JCDecaux in the European markets during the period I also ran Clear Channel Outdoor's International Division shaped my view that digital billboards in the U.S. are most effective when sold in the types of networks that are the model for European street furniture. I cannot be more enthusiastic about playing an integral role in helping JCDecaux to build a powerful digital billboard presence in the U.S."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,387,241.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2012 revenues: €2,623m ; H1 2013: €1,264 m
- 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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