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COMP/M.6764 – JCDECAUX / RUS AD / RUSS OUT OF HOME

SECTION 1.2

Description of the concentration

The notified concentration concerns the acquisition of a shareholding carrying 25 % of the voting rights in RUSS OUT OF HOME B.V. ("**ROOH**") by JCDECAUX Central Eastern Europe Holding GMBH ("**JCD CEE**"). As a result, JCD CEE and ROOH's current shareholder RUS AD INVEST COÖPERATIEF U.A. ("**Rus AD**") will have joint control over ROOH.

JCD CEE is a holding company owning part of the JCDecaux Group's interest in Central Eastern and Eastern European countries.

Rus AD is a cooperative incorporated under the laws of the Netherlands.

ROOH is a company registered in the Netherlands active in the outdoor advertising business in Russia.