

# JCDecaux Buying Stake

By [The Moscow Times](#)

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**The  Moscow Times**

French outdoor advertising group JCDecaux said Monday that it had agreed to acquire 25 percent of Russ Outdoor, its largest peer in Russia, which makes \$300 million in annual sales.

As part of the transaction, JCDecaux said it would contribute its Russian assets to Russ Outdoor, a business acquired by a consortium of investors led by VTB Capital private equity in 2011.

*(Reuters)*

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