

**Third quarter 2009 revenues: €431.8 million**  
**Organic revenue decrease of 12.1% reflecting challenging and volatile advertising conditions**

**Out of Home Media**

Algeria  
 Argentina  
 Australia  
 Austria  
 Belgium  
 Bosnia  
 Brazil  
 Bulgaria  
 Canada  
 Chile  
 China  
 Croatia  
 Czech Republic  
 Denmark  
 Estonia  
 Finland  
 France  
 Germany  
 Greece  
 Hungary  
 Iceland  
 India  
 Ireland  
 Italy  
 Japan  
 Kazakhstan  
 Korea  
 Latvia  
 Lithuania  
 Luxembourg  
 Malaysia  
 Montenegro  
 Norway  
 Oman  
 Poland  
 Portugal  
 Qatar  
 Romania  
 Russia  
 Serbia  
 Singapore  
 Slovakia  
 Slovenia  
 Spain  
 Sweden  
 Switzerland  
 Thailand  
 The Netherlands  
 Turkey  
 Ukraine  
 United Arab Emirates  
 United Kingdom  
 United States  
 Uruguay  
 Uzbekistan

**Paris, 4 November 2009 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today its revenues for the three months ended 30 September, 2009. On a reported basis, revenues decreased by 12.9% to €431.8 million compared to €495.6 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 12.1%, reflecting challenging and volatile advertising market conditions for the three divisions and most geographies of the Group during the quarter, despite some volume improvements in September. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, decreased by 12.9% organically. Reported revenues for the first nine months of 2009 decreased by 13.2% to €1,357.2 million compared to €1,563.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 13.2% during the first nine months of 2009.

Q3 Revenues	2009 (€m)	2008 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	202.7	232.1	-12.7%	-10.8%
Transport	138.6	153.1	-9.5%	-10.7%
Billboard	90.5	110.4	-18.0%	-17.0%
<b>Total</b>	<b>431.8</b>	<b>495.6</b>	<b>-12.9%</b>	<b>-12.1%</b>

9-month Revenues	2009 (€m)	2008 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	647.4	758.6	-14.7%	-12.6%
Transport	428.6	452.6	-5.3%	-10.1%
Billboard	281.2	352.0	-20.1%	-18.6%
<b>Total</b>	<b>1,357.2</b>	<b>1563.2</b>	<b>-13.2%</b>	<b>-13.2%</b>

(1) excluding acquisitions/divestitures and the impact of foreign exchange

**Street Furniture** revenues decreased by 12.7% to €202.7 million from €232.1 million in the third quarter of 2008. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 10.8% over the period. Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, decreased by 12.4%.

Negative organic revenue growth rates were recorded in most developed markets during the third quarter as the weaker demand in July and August was not offset by the volume improvements of most markets in September. France reported a mid single-digit revenue decrease in the third quarter on the back of almost flat like-for-like sales in September. The United Kingdom also recorded an improving performance in September but organic revenues still decreased double-digit during the third quarter. Rest of Europe reported a double-digit organic revenue decline in the third quarter reflecting tough conditions in Scandinavia, Central and Eastern Europe and despite early improvements in Germany in September. North America continued to record double-digit revenue decreases in the third quarter while the Middle East and Latin America achieved a robust double-digit revenue increase over the quarter.

**Transport** revenues decreased by 9.5% to €138.6 million from €153.1 million in the third quarter of 2008. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 10.7%.

Most European markets recorded double-digit organic revenue decreases during the period with conditions in the United Kingdom and to a lesser extent France being very challenging over the period. Asia-Pacific recorded a double-digit organic revenue decrease driven by a sharp contraction of advertising revenues in Hong Kong partly mitigated by a mid single-digit organic revenue decrease in mainland China as sales picked up in September and 2008 comparables became less demanding post Olympic Games. North America reported a low double-digit organic revenue decline, in line with the performance achieved during the second quarter of 2009.

The revenues generated by newly operated contracts such as the Dubai and Algiers airports remained robust during the quarter.

**Billboard** revenues decreased by 18.0% to €90.5 million from €110.4 million in the third quarter of 2008. Excluding acquisitions and the impact of foreign exchange, organic revenues were down by 17.0%.

The European billboard market continued to be characterized by very weak and volatile demand, which sustained price competition between other media. However, the business conditions in some markets - mainly France and the United Kingdom - gradually improved during the quarter leading to an overall low double-digit organic revenue decline in September mitigating the weak performance in July.

Commenting on the third quarter revenues and prospects for 2009, Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

*“As expected and previously indicated, JCDecaux reported a double-digit organic revenue decline for the third quarter of 2009 reflecting the impact of the economic downturn on the global advertising market. Even though business remained very challenging during the quarter revenues declined less than in the second quarter of the year as some markets – most noticeably France and mainland China – slightly improved in September.*

*We believe that the advertising market bottomed out in the Summer and while some further improvement is anticipated in Q4, in part due to comparables, we are not yet seeing sustained signs of an advertising recovery and business continues to be volatile. We now expect the organic revenue decline for the year to be around 12.5% compared to growth of 6.3% achieved in 2008, one of the strongest performances in the media sector last year. Q4 will show the smallest decline of any quarter in 2009. This, combined with the earlier measures to optimise JCDecaux's cost structure, is expected to lead to 2009 operating margin as a percentage of revenue being slightly ahead of that achieved in the first half.*

*We remain confident that the structural changes in the media industry – broadcast fragmentation and online developments – will make outdoor increasingly attractive to advertisers as the last urban mass medium. We continue to focus on our cost saving program and to selectively allocate capital investment to optimise the outcome on the Group's free cash flow when economic conditions improve.”*

#### Next information:

Q4 2009 revenues: 28 January 2010 (after market)

#### Key Figures for the Group:

- 2008 revenues: €2,168.6 million ; 2009 9 first month revenues: €1,356.1m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- 9,250 employees

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