

**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 and No.1 in self-service bicycle hire, published today its business review for the third quarter 2009.

### 1. THIRD QUARTER 2009: BUSINESS HIGHLIGHTS

#### 1.1 Key contract wins

##### Middle East

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###### *Qatar*

- In July, JCDecaux announced that q.media Decaux (a joint venture between q.media and JCDecaux) has been awarded a 10-year contract for Villaggio mall, the most prestigious and highly frequented mall in Doha, the capital of Qatar.

Boasting a floor area of 153,000 sqm with over 3,500 parking spaces, Villaggio houses a collection of international high-end brands and is expected to receive around 14 million footfall in 2009. Resembling an Italian hill town, this heavily themed mall features a 150-meter long indoor canal with gondolas. Other facilities include a cinema, an Olympic-sized ice rink and an upcoming family entertainment centre.

#### 1.2 Acquisitions

##### Europe

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###### *Germany*

- On September 15th, JCDecaux also announced that it has become the majority shareholder of the Berlin based outdoor advertising company Wall AG. With the purchase of the shares formerly held by the company's founder Hans Wall JCDecaux increased its holding in Wall AG to 90.1%. Daniel Wall, currently holding 9.9% in Wall AG, will continue to be the Chief Executive Officer. The transaction requires the regulatory approval of the German competition authority.

In 2008 Wall reported total revenues of € 114.7 million with nearly 62,000 high quality advertising panels, 85% of which are located in Germany. Wall AG is the number two outdoor advertising company in this country as well as in Turkey, with long term advertising contracts in cities such as Berlin, Duesseldorf, Dortmund, Muenster and Istanbul.

#### 1.3 Other

##### Europe

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###### *France*

- In September, JCDecaux announced that its self-service bicycle hire schemes around the world have achieved 100 million individual rentals since the self-hire bicycles were first made available. Since the launch of the self-service bicycle hire concept in Vienna (Austria) in 2003, followed by Cordoba and Gijon in Spain, and the successful development of the scheme in France with Vélo'v in Lyon in 2005, a growing number of towns and cities have benefitted from JCDecaux's innovative service: Santander and Seville (Spain), Brussels (Belgium), Dublin (Ireland), Brisbane (Australia/launch in 2010), Paris and 30 municipalities in the Paris suburbs, Marseille, Aix-en-

Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg, Nantes and Nancy in addition to the inter-municipal structures of La Plaine and Cergy-Pontoise, representing a total of 60 towns and cities that have already generated 100 million individual rentals. Thanks to its easily accessible, exclusive electronic payment system, JCDecaux enables users to take out a subscription for one day, one week or one year, considerably simplifying the rental process for users.

## 2. THIRD QUARTER REVENUES AND OUTLOOK

JCDecaux 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.

<b>Q3 Revenues</b>	<b>2009 (€m)</b>	<b>2008 (€m)</b>	<b>Reported growth (%)</b>	<b>Organic growth<sup>(1)</sup> (%)</b>
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>

<b>9-month Revenues</b>	<b>2009 (€m)</b>	<b>2008 (€m)</b>	<b>Reported growth (%)</b>	<b>Organic growth<sup>(1)</sup> (%)</b>
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.”*

### **3. FINANCIAL SITUATION**

The organic revenue decrease achieved in the third quarter of 2009 (-12.1%) was mostly driven by the Billboard division while the Street Furniture and the Transport divisions showed slightly better resilience to the deteriorated advertising market conditions.

The Group expects the organic revenue decline for the year to be around 12.5%. Operating margin will be impacted by the lower revenues but should benefit from the cost optimisation program leading 2009 operating margin as a percentage of revenue being slightly ahead of that achieved in the first half of 2009.

JCDecaux continues to have a strong balance sheet with net debt of €695.4 million as at 30 September 2009 down €76.1 million from 30 September 2008. In addition, the Group has available committed credit facilities in the amount of €735.0 million.