

# JCDecaux

## JCDecaux renews and extends its street furniture and self-service bicycle contract with Valencia for a 20-year period

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**Paris, April 6, 2010** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 worldwide in self-service bicycle, has been awarded the street furniture and self-service bicycle contract for Valencia. Ranked among the top 25 European cities, Valencia is Spain's 3<sup>rd</sup> largest city with a population of 800,000. The contract is for a 20 year period.

With a 16 year track-record in Valence, JCDecaux will operate under the new agreement 455 2m<sup>2</sup> MUPI<sup>®</sup> free-standing information panels, 45 large-format (8m<sup>2</sup>) Senior<sup>®</sup> billboards, 15 columns and 180 flagpoles, a total of 1,460 advertising panels.

Valencia is the fifth Spanish city to choose JCDecaux's self-service bicycle, following Gijón, Cordoba, Seville and Santander. This eco-friendly bicycle rental scheme was designed and developed by JCDecaux and provides the public with an easy-to-use and inexpensive form of transport for short trips within the city. A fleet of 2,750 self-service bicycles and 275 docking stations will be installed in Valencia

JCDecaux's self-service bicycle was first launched in Vienna (Austria) in 2003, followed by Cordoba and Gijón in Spain. After the success of Vélo'v in Lyon in 2005, it was successfully developed across France. An increasing number of towns and cities now benefit from this innovative service. These include: Seville and Santander (Spain), Brussels (Belgium), Dublin (Ireland), Paris (and more than 30 municipalities near Paris), Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg, Nantes and Nancy, La Plaine and Cergy-Pontoise (France). With over 120 million individual rentals in 65 towns and cities, the service continues to expand. It was launched in Toyama (Japan) on March 20<sup>th</sup> and will be installed in Brisbane in 2010.

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"I am delighted that JCDecaux has successfully won and extended the street furniture contract with Valencia, the third largest city in Spain. JCDecaux's ability to meet individual cities' needs has led to our bicycle hire scheme moving up the agenda among municipalities planning their urban transport policies. This new contract underlines our commitment to quality, innovation and sustainable development in the street furniture arena. JCDecaux is the market leader in the Spanish Outdoor advertising market and this new contract will strengthen our offer to advertisers, enhancing the delivery of their communications strategies."*

JCDecaux SA

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[www.jcdecaux.com](http://www.jcdecaux.com)

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,374,765.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **JCDecaux Group, key figures:**

- 2009 revenues: €1,918.8m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

## **Contacts**

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