

Paris, 5 May 2010 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, published today its business review for the first quarter of 2010.

1. **FIRST QUARTER 2010: BUSINESS HIGHLIGHTS**

1.1 Key contract wins

Europe

France

- In January, JCDecaux SA announced that its subsidiary JCDecaux Airport – the world leader in transport advertising - has been awarded the advertising contract at Bordeaux Airport for an 8 year period. The contract was awarded following a competitive tender.

This contract will enable JCDecaux Airport to extend the scope of its advertising solutions and to secure their medium-term future. Innovative digital and experiential advertising networks will be installed as well as panels to promote retailers at the airport. The contract will include advertising space in Bordeaux's new terminal that is set to open in the first half of 2010.

This is the first contract secured by JCDecaux Airport that provides a 'carbon neutral' offering: the voluntary offsetting of CO2 emissions related to the operation of the advertising structures. JCDecaux will also provide a 'green electricity certificate' to prove the use of renewable energy to power the advertising displays.

Spain

- In March, JCDecaux SA has been awarded the street furniture and self-service bicycle contract for Valencia. Ranked among the top 25 European cities, Valencia is Spain's 3rd 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 2m² MUPI® free-standing information panels, 45 large-format (8m²) Senior® 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

Asia-Pacific

Japan

- JCDecaux SA officially launched Cyclocity Toyama on March 20, 2010. Unilever is the first sponsor of this individual public mobility system.

The Cyclocity Toyama scheme includes 150 bicycles available for self-service rental divided between 15 bike stations in the city centre. A dedicated maintenance team will be responsible for the system.

Cyclocity Toyama will be a showcase for JCDecaux in Japan, of particular benefit to other cities who are considering this new form of eco-friendly transport. Toyama joins the list of the 65 cities operated by JCDecaux with self-service bicycle such as Vienna, Paris, Lyon, Brussels, Dublin, Sevilla, Luxembourg. All the 42,000 bicycles have generated more than 120 million rentals worldwide since their launch.

1.2 Acquisitions

Europe

United Kingdom

- In January, JCDecaux SA announced that it has purchased certain assets including the retail and rail advertising business of Titan Outdoor Advertising Ltd, subsequent to the company being placed in administration. Titan has a leading position in the railway and retail advertising sectors in the UK, following the purchase of Maiden Outdoor in March 2006. Titan has been instrumental in driving digital outdoor with its Transvision and Digital 6-sheets in shopping malls and railway stations.

1.3 Others

Europe

France

- In January, JCDecaux SA announced that it has received a Good Design award for 2009 in the 'Environment' category for its Vélib' self-service bicycle hire scheme in Paris. This prize is awarded by the Chicago Athenaeum - Museum of Architecture and Design in association with The European Centre for Architecture Art Design and Urban Studies.

The Good Design competition, founded in 1950, is the world's oldest and most prestigious awards programme for product and graphic design. The prizes are given for innovative and original design concepts in all areas of industry ranging from kitchens/appliances to tools and accessories, from children's products to medical equipment, from transportation to new technologies.

This year, prizes were awarded in 23 different categories. The Chicago Athenaeum – Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies received a record number of submissions. After a meticulous examination of all the entries, the panel selected more than 500 products and designs submitted from 35 different countries.

The Vélib' design developed by JCDecaux for the bicycles and by Patrick Jouin for the docking stations, perfectly matched the selection criteria which assessed the functionality and aesthetic qualities of each object, with a particular focus on 'green design'.

- In March, JCDecaux SA is launching the iPhone application AllBikesnow for its self-service bicycle hire schemes. This free application provides enhanced access to a wealth of information for users to the self-service bicycle hire schemes managed by JCDecaux.

Developed with the Zenexity Company, which contributed its cutting-edge technical expertise to the project, AllBikesnow uses the iPhone's mapping and geolocation functions to simplify access to the service by providing real-time information about the availability of bicycles and free spaces in docking stations along with updated information about the state of the user's account.

AllBikesnow can also guide users to the docking station of their choice thanks to the GPS navigation capabilities built into the iPhone.

AllBikesnow works for the self-service bicycle hire schemes set up in the following cities and urban areas: Aix-en-Provence, Amiens, Besançon, the Brussels Capital region, Cergy Pontoise, Dublin, Luxembourg, Lyon, Marseille, Mulhouse, Nancy, Nantes, Paris, the inter-municipal structure of Plaine Commune, Rouen, Seville, Santander, Toulouse and, in the very near future, Toyama.

The application is available in five languages: English, Spanish, Dutch, French, and Japanese.

AllBikesnow has received the Proxima Mobile label awarded by the French Ministry for Forward Planning and the Development of the Digital Economy in recognition for the development of public-interest services that are free of charge, accessible on mobile phones and simplify the everyday lives of all members of society.

2. FIRST QUARTER 2010: REVENUES UP 14.7%, ORGANIC REVENUE INCREASE OF 5.6%

On a reported basis, revenues increased by 14.7% to €487.2 million compared to €424.6 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.6%, reflecting a marked month on month improvement in business conditions during the quarter across all

divisions and most geographies of the Group. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, increased by 6.0% organically.

Q1 Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	245.3	198.6	23.5%	9.0%
Transport	148.7	137.5	8.1%	2.9%
Billboard	93.2	88.5	5.3%	2.1%
Total	487.2	424.6	14.7%	5.6%

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

Street Furniture revenues increased by 23.5% to €245.3 million from €198.6 million in the first quarter of 2009, reflecting a strong 9.0% organic revenue growth as well as the contribution of Wall assets mainly in Germany and Turkey and Titan point of sale assets in the UK. Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, increased by 9.8%.

Most Street Furniture markets returned to growth in the first quarter of 2010 as demand consistently increased, leading to both higher occupancy rates and an improved pricing environment. France reported a low double-digit revenue increase in the first quarter while the United Kingdom experienced a high single-digit organic revenue increase reflecting a clear improvement in the advertising environment. Other European countries were mixed while North America and Asia-Pacific recorded strong revenue increases in the first quarter of 2010.

Transport revenues rose by 8.1% to €148.7 million from €137.5 million in the first quarter of last year. Excluding the acquisitions of transport assets from Titan and Wall and the impact of foreign exchange, organic revenues increased by 2.9%.

During the first quarter of 2010 Transport revenues were back to solid double-digit growth in North America and Asia-Pacific driven by improving economic conditions and increased passenger traffic while most European markets including France and the United Kingdom continued to record negative revenue growth. The Rest of the World also reported negative organic revenue growth reflecting a double-digit revenue decline for Dubai airport due to adverse economic conditions in the country and very high comparables in 2009.

Billboard revenues increased by 5.3% to €93.2 million from €88.5 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues were up by 2.1%.

As in the fourth quarter of 2009, Billboard revenues benefitted from a significant rebound in the UK market in the first quarter of 2010. France also experienced some improvement with a mid single-digit organic revenue growth over the quarter. However this has been substantially offset by continued difficulties in most of the other European markets although sequential monthly improvement has been recorded in many markets.

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

“Our 2010 first quarter revenues reflect both stronger than expected organic growth as well as a good performance from our recently acquired assets in Germany, Turkey and the UK. JCDecaux’s organic revenue growth rate of 5.6% was mainly driven by our biggest division Street Furniture. France, the UK, North America and Asia-Pacific performed well while the rest of Europe remained mixed.

With trading conditions continuing to improve and visibility starting to increase in most of our markets, we are currently anticipating organic revenue growth of around 9% for the second quarter. Tight cost and capex management also remain key priorities for the Group.”

3. JCDECAUX'S FINANCIAL SITUATION

The organic revenue increase achieved in the first quarter of 2010 (+5.6%) was mostly driven by the Street Furniture division while the reported revenues also benefitted from the newly acquired assets.

No material event other than the increase in revenues has been impacting the Group operating margin, free cash flow or net debt during the first quarter of 2010.