

Paris, 3 November 2010 – 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 2010.

1. THIRD QUARTER 2010: BUSINESS HIGHLIGHTS

1.1 Key contract wins

Europe

France

- On July 1st, JCDecaux announced that following a competitive tender it has been awarded the street furniture contract for the city of Tours (136,500 inhabitants), the Joué-les-Tours suburb (36,500 inhabitants) and the Intermunicipal Transport Union of the Touraine Urban Community (SITCAT) for a 15 year period.

This advertising street furniture contract covers the installation and maintenance of 222 MUPI® free-standing information panels and 75 large-format (8m²) Senior® billboards for Tours and Joué-les-Tours, 5 advertising columns and 5 public toilets, including 4 offering universal access for Tours. JCDecaux will also install 100 shelters for Tours' first tramway line and 207 bus shelters for the SITCAT intermunicipal transport union.

This contract covers 958 advertising panels. The street furniture selected for this contract was designed by renowned architects or designers such as Lord Norman Foster and Philip Cox or are original JCDecaux creations.
- On July 6th, JCDecaux announced that JCDecaux Airport, the Group's world-leading subsidiary specialising in airport advertising, has renewed its contract to operate advertising space in Lille-Lesquin Airport for an 8½ year period. The contract was awarded following a consultation process.

Handling a total of 1.14 million passengers in 2009, Lille-Lesquin Airport is France's tenth largest airport.

Under the contract, JCDecaux Airport will deploy the very latest technology to provide innovative and flexible advertising campaigns at the airport. JCDecaux Airport will also introduce ambient media solutions, providing benefits for the airport, passengers and brands
- On July 8th, JCDecaux announced that following a competitive tender it has been awarded the street furniture contract by the city of Angers and the Angers Loire Métropole urban community (*Communauté d'Agglomération d'Angers Loire Métropole*, 283,000 inhabitants) for a 15 year period.

This advertising street furniture contract covers the installation and maintenance of 306 bus shelters, 156 MUPI® free-standing information panels, 50 large-format (8m²) Senior® billboards, 13 columns for displaying information about cultural events, and 5 beacons marking the entrances to the city and urban areas. JCDecaux will also install 42 shelters for Angers' first tramway line.
- On September 21st, JCDecaux announced that following a competitive tender it has been awarded the contract to provide advertising bus shelters for Montpellier's tramway and bus network for a period of 19 years and six months. Held by Clear Channel Outdoor for the past 10 years, the contract was signed by the Montpellier Transport Authority (TAM) on behalf of the Montpellier urban community - *Communauté d'agglomération de Montpellier* - (France's 19th largest conurbation with a total of 412,000 inhabitants, Montpellier : France 8th largest city).

The contract covers the installation and maintenance of 561 advertising bus shelters for tramway lines 1 and 3 in addition to the entire bus network serving both the city and the surrounding urban area.

The contract covers a total of 1,560 6-sheet (2m²) advertising panels. The street furniture chosen for installation is the work of renowned architects or designers such as Lord Norman Foster and Philip Cox or is original JCDecaux creations.

North America

- On September 9th, JCDecaux announced that following a competitive tender process, it has been awarded a new 9-year contract, including extension options, for the advertising concession at Washington Reagan National and Washington Dulles International airports.

With more than 40 million annual passengers, Reagan National and Dulles International airports are the gateways to the American Capital, covering both domestic and international passengers. JCDecaux has operated the advertising concessions at the two airports since 1996. The new contract also includes marketing and sponsorship development opportunities.

Rest of the World

- On September 15th, JCDecaux announced that its Kazakh joint-venture RTSDecaux has been awarded an exclusive 25-year street furniture contract with the City of Almaty (population: 1.4 million).

The contract covers the installation of 500 bus shelters, 250 free-standing information panels and 250 city-scrolling billboards between now and 2014. These street furniture items will enhance the existing kiosk and bus shelter-based advertising network in the city centre.

More than 50% of the Kazakh outdoor advertising revenues are generated in Almaty today.

2. THIRD QUARTER REVENUES AND OUTLOOK

JCDecaux announced today its revenues for the three months ended 30 September, 2010. On a reported basis, revenues increased by 26.9% to €548.1 million compared to €431.8 million in the same period last year, reflecting a strong organic revenue growth of 11.1% and robust contribution from recent acquisitions - mainly in Germany, Turkey and the UK.

Core advertising revenues increased by 12.4% organically, reflecting strong demand for JCDecaux's advertising assets in most markets. Transport remained particularly dynamic during the quarter driven by double-digit organic revenue growth in Asia-Pacific and North America. Revenues related to the sale, rental and maintenance of furniture decreased 0.8% during the third quarter of the year.

Reported revenues for the first nine months of 2010 increased by 22.2% to €1,658.7 million compared to €1,357.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 9.4% during the first nine months of 2010.

Q3 Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	250.9	202.7	23.8%	7.3%
Transport	197.7	138.6	42.6%	20.6%
Billboard	99.5	90.5	9.9%	5.0%
Total	548.1	431.8	26.9%	11.1%

9-month Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	801.0	647.4	23.7%	8.4%
Transport	548.5	428.6	28.0%	13.6%
Billboard	309.2	281.2	10.0%	5.5%
Total	1,658.7	1,357.2	22.2%	9.4%

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

Street Furniture revenues increased by 23.8% to €250.9 million from €202.7 million in the third quarter of 2009 (organic growth: 7.3%). Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, increased by 8.6% over the period. The contributions from Wall and Titan assets, in Germany, Turkey and the UK were particularly strong.

During the quarter, advertising conditions remained positive and broadly unchanged compared to the second quarter across the different markets of the Group. France, the United Kingdom and the rest of Europe reported mid-single digit organic revenue growth while double-digit organic revenue growth was recorded in North America and in Asia-Pacific.

Transport revenues increased by 42.6% to €197.7 million from €138.6 million in the third quarter of 2009 reflecting a very strong organic revenue increase of 20.6%, an increased contribution from Titan UK assets and positive foreign exchange variations.

During the third quarter, the good organic revenue growth in the Transport division was mainly driven by the strong double-digit revenue growth achieved in Asia-Pacific, North America and France.

Billboard revenues increased by 9.9% to €99.5 million from €90.5 million in the third quarter of 2009. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.0%.

During the third quarter, the Billboard division continued to benefit from strong demand in the United Kingdom and also from significant improvements in Central and Eastern Europe which previously had been lagging the advertising recovery. French billboard operations were softer in the third quarter of the year reflecting tougher comparables and ongoing optimization of the inventory.

Commenting on the third quarter revenues and prospects for 2010, Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

“Record quarterly revenue growth of nearly 27% reflects a strong organic advertising performance and a robust contribution from the recent acquisitions of Wall and Titan UK.

Advertising markets in most key geographies remain positive and while tougher comparables will limit organic revenue growth in the fourth quarter, Group quarterly organic revenue will be close to its peak Q4 2008 level. We currently anticipate organic revenue growth of around 8% for the full year.

We are also pleased to have been able to announce a number of recent contract gains including the Saudi Arabian airports and Singapore Changi which will further strengthen our platform for 2011 and beyond. Combined with ongoing innovations and selective digitalisation we believe that JCDecaux is increasingly well placed to continue to outperform the broader media market.”

3. **FINANCIAL SITUATION**

The Group expects the organic revenue increase for the year to be around 8.0%.

JCDecaux continues to have a strong balance sheet with net debt of €466.1 million as at 30 September 2010 down €229.3 million from 30 September 2009. In addition, the Group has available committed credit facilities in the amount of €835.0 million.