

JCDecaux Wins 15-year exclusive Street Furniture Contract for Amsterdam

Out of Home
Media

Paris, 30 November 2011 – JCDecaux SA (Euronext Paris: DEC), the world's No.1 outdoor advertising company, announced today that it had renewed its Street Furniture contract for the City of Amsterdam following a competitive tender. The contract, one of the largest street furniture concessions in Europe covers 1700 bus shelters, 450 free standing advertising panels and allows the possibility of upgrading to digital displays in certain locations.

Jeremy Male, CEO for UK & Northern Europe, commented *"This win is extremely important to JCDecaux both from an international perspective and also in The Netherlands. Amsterdam forms a key component of our advertising networks and together with our recent win of the freestanding panels in Rotterdam gives us unrivalled national advertising coverage. We have worked with the City of Amsterdam for the last 25 years and are delighted that they have once again put their faith in a further long term partnership with JCDecaux. We look forward to providing the City with newly designed, durable and sustainable street furniture combined with the highest level of maintenance and service."*

Key Figures for the Group:

- 2010 revenues: €2,350 m; revenues first nine months: €1,747.1 m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Dow Jones Sustainability indexes
- No.1 worldwide in street furniture (427,200 advertising panels)
- No.1 worldwide in transport advertising with 184 airports and nearly 300 contracts in metros, buses, trains and tramways (369,900 advertising panels)
- No.1 in Europe for billboards (226,700 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,023,900 advertising panels in more than 50 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr

Investors Relations: Nicolas Buron
+33 (0) 1 30 79 79 93 – nicolas.buron@jcdecaux.fr