

JCDecaux wins the exclusive advertising contract for the Madrid metro

Out of Home Media

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, January 22, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that, following a competitive tender, it has been awarded the contract for the operation of the entire advertising concession for Madrid's metro network. This 8-year contract with "Metro de Madrid" will include main products, digital and experiential advertising in addition to the TV channel and advertising podiums within the metro. Since 2007, JCDecaux has offered experiential and traditional advertising solutions in a number of extensions to the underground railway network. JCDecaux will now manage all the commercial advertising space across Madrid's metro.

The Madrid metro is the largest underground transport network in Spain, carrying nearly 1.6 million passengers daily; approximately 35% of all Madrid residents are regular users. It is renowned worldwide for its speed, modernity and quality of service. This network is constantly being extended and currently operates 324 kilometres of tracks.

This award strengthens JCDecaux's position as the No.1 Outdoor Advertising Company in Spain, with exclusive advertising contracts for the Barcelona and Bilbao metros in addition to the Madrid metro. The new contract underlines the relevance and creative excellence of JCDecaux's portfolio of products in metro networks around the world and further consolidates its leadership at a time when new digital solutions are increasing the attractiveness of these environments among rapidly growing audiences.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"The decision by "Metro de Madrid" to choose JCDecaux demonstrates not only the quality of the Group's new digital media offering but also the relevance of its commercial vision. As the exclusive operator for all advertising solutions in the metro we will be able to make substantial investments and create real synergy for our commercial offering, giving a significant boost to our drive to roll out powerful and innovative solutions. The Madrid metro will become a showcase for advertising excellence in the urban community of Madrid, thanks to the quality and diversity of the advertising solutions that we will introduce."*

Key figures for the Group

- 2011 revenue: €2,463.0m; revenue for the first nine months of 2012: €1,876.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

Contacts **Corporate Communications:** Agathe Albertini
33-1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investor Relations: Nicolas Buron
33-1 30 79 79 93 – nicolas.buron@jcdecaux.fr