

JCDecaux

JCDecaux awarded the advertising contract for Network Rail Managed Stations in the UK

Paris, 18 May 2010 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region and the No. 2 outdoor advertising company worldwide, has been awarded the contract covering all advertising in Network Rail's 18 managed stations for a term of five years with a potential two year extension. The contract covers advertising at stations such as Waterloo, Euston, Liverpool Street and Manchester Piccadilly and is expected to generate revenue of around £160m in the first five years.

The contract was previously held by Titan Outdoor Advertising Ltd, certain assets of which were acquired by JCDecaux UK Ltd earlier this year.

David Biggs, **commercial director for Network Rail**, commented: "The main rail stations have a passenger throughout of 650 million and are expected to see significant growth across the contract period with station infrastructure upgrades planned. We are delighted to partner with JCDecaux who share our vision for the stations. We will be investing significantly to improve and upgrade our advertising portfolio which will create great opportunities for advertisers, and improve the railway environment for passengers"

Jeremy Male, **CEO JCDecaux UK & and Northern Europe** said: "We are delighted to be working in partnership with Network Rail to develop this exciting franchise. The main stations provide a unique environment to create new products, with the potential for a significant digital roll-out. With the planned transformation of stations such as Kings Cross and Birmingham New Street, there is a new vision for main station advertising that will provide a show case for out of home advertising."

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, Q1 2010 revenues: €487.2m
- 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 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

Contacts

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investors Relations: Martin Sabbagh
+33 (0) 1 30 79 79 93 – martin.sabbagh@jcdecaux.fr

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

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