

## Kazakhstan: JCDecaux wins 25 year street furniture contract with the City of Almaty

### Out of Home Media

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**Paris, September 15, 2010** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and number two worldwide 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.

Jean-Francois Decaux, co-Chief Executive Officer of JCDecaux, said: *“The Almaty street furniture contract is an important step for our expansion in Central Asia which is part of our emerging market strategy. We are delighted that our joint-venture has been chosen by the City of Almaty, the largest city and the economic heart of Kazakhstan. This contract will significantly strengthen our advertising networks and consolidate our position in Kazakhstan after our successful bid in the capital city, Astana, in 2007.”*

### Key Figures for the Group:

- 2009 revenues: €1,918.8 m, H1 2010 revenues: €1,110.6m
- 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

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