

France: more than 26 million rentals for JCDecaux's self-service bicycle rental schemes in the first half of 2014, an increase of 20%

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Paris, 7 July, 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and the number one in self-service bicycle hire schemes, announced today that its self-service bicycles have recorded a sharp increase in rentals in France in the first half of 2014.

With 33,908 bicycles in 2,772 docking stations available in 52 cities, including Paris (Vélib'), Marseille (Le vélo), Lyon (vélo'v), Toulouse (VélÔToulouse), Nantes (Bicloo), Besançon (VéloCité), Mulhouse (Vélocité), Rouen (Cy'clic) and Nancy (Vélostan'lib), JCDecaux's self-service bicycle hire schemes in France have recorded over 300 million rentals since their launch. Over 26 million rentals were recorded in the first half of 2014 (an increase of 20.1% on the first half of 2013, largely due to the favourable weather conditions). The number of annual subscribers increased by 12% over the period, reaching 382,000.

Rental numbers reached record levels in June 2014. Total JCDecaux bicycle rentals across France stood at 5,467,303, while the Vélib' service in Paris - which exceeded the symbolic level of 200 million rentals in April - recorded its highest ever number of hires (excluding the high demand during the 2007 transport strikes) , with 3,959,364 rentals and a peak of 162,753 on 13 June 2014.

The Football World Cup had an impact on bicycle rentals on the days the French team played. Compared with the usual figures, rentals increased by 75% at the end of the France-Honduras match on 15 June, by 15% at the end of the match between France and Switzerland on 20 June and by 160% after the France-Ecuador match on 25 June. The number of rentals increased by 64% just before the France-Germany match at 6pm on 4 July, as supporters were travelling to the place they wanted to watch the match.

Providing a real complement to public transport, self-service bicycle schemes have been shown to improve the quality of city life and to optimise travel options, in line with current environmental and public health targets. The success of JCDecaux's bike hire scheme is based on the early decision to make the service widely available and easily accessible, increasing bicycle use in cities through a carefully tailored pricing strategy, payment by credit cards, link up with other public transport cards, online payment and instructions in foreign languages on the terminals. This success is also the result of delivering city-wide networks, reliable equipment, high quality maintenance and an effective system to regulate the distribution of bikes, as well as high quality client service.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said:

"We are very proud of the success of our self-service bicycle rental schemes in France. With over 380,000 long-term subscribers, our bicycle rental schemes are attracting ever more interest from users, underlining the success of this eco-friendly scheme and its popularity with the public. On average, three self-service bikes are hired every two seconds in France, reflecting the outstanding quality of the service provided by JCDecaux's teams, delivering the highest levels of operations and maintenance. With this innovative scheme, which resulted from an overall analysis of travel options and quality of urban life, JCDecaux has reinvented cycling in cities. It has made cycling a real alternative form of transport that complements all existing public transport networks, meeting the needs of local communities with a sustainable solution, through a virtuous business model that protects their budgets, by providing a public service funded by advertising.

This success will reinforce our position as world leader in self-service bicycle hire schemes, inspiring us with even greater energy and creativity in our drive to design the next generation of self-service bicycle hire schemes, which will soon revolutionise the concept of sustainable mobility."



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

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,412,674.05 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,000 employees

Contacts

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investor Relations: Nicolas Buron
+33 (0) 1 30 79 79 93 – nicolas.buron@jcdecaux.fr