

“2011 Autonomy Prize” awarded to JCDecaux’s universal access automated public toilet designed by Patrick Jouin for the city of Paris

Out of Home
Media

Paris, October 11, 2011 - JCDecaux SA (Euronext Paris: DEC), the world’s No.1 outdoor advertising company and No.1 in self-service bicycle hire, has been awarded the “2011 Autonomy Prize” by the Paris branch of the *Association des Paralysés de France* (APF). The award recognises the development of universal access automated public toilets, designed by Patrick Jouin for the city of Paris.

The toilet was created specifically for the Paris authorities following their 2007 decision to provide the French capital with 400 universal access automated toilets. As a result, Paris has the highest per-capita number of automated facilities of any city worldwide.

Following a competitive tender process, JCDecaux was chosen to design, develop, install and maintain the toilets for a 15-year period. During the product’s detailed design phase, an inclusive approach brought together the Paris city authorities, associations representing people with reduced mobility or visual impairment, JCDecaux’s teams and the designer Patrick Jouin. It was this unprecedented collaboration that led to the development of this universally accessible facility, recognised by the “2011 Autonomy Prize.”

Jean-Charles Decaux, co-CEO of JCDecaux, said: *“I am delighted that JCDecaux has been awarded the “2011 Autonomy Prize”, a testament to JCDecaux’s expertise in universal access automatic public toilets. Since JCDecaux developed the toilet from concept stage 26 years ago, we have successfully updated our designs through a participatory approach involving all potential users. I am delighted that the toilet meets our three key criteria of being aesthetically pleasing, thanks to the talent of Patrick Jouin; of being eco-friendly, thanks to the choice of recyclable materials and the use of rainwater and ecological products for its upkeep; and of being democratic to the extent that it is universally accessible and free of charge. Part of our drive to be socially and environmentally responsible, the toilets continue to be a huge success. The toilets have been used 18 million times since they were first installed, providing a safe, hygienic and well-designed service that has now been recognised by this Prize.”*

Key Figures for the Group:

- 2010 revenues: €2,350 m; H1 2011: €1,170 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 287 transport 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 56 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

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