

JCDecaux launches the iPhone application *AllBikesnow* for its self-service bicycle hire schemes

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Paris, March 16, 2010 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 worldwide in self-service bicycle hire with 120 million rentals worldwide, is launching the iPhone application *AllBikesnow* for its self-service bicycle hire schemes.

AllBikesnow is designed to provide innovative assistance to users of the self-service bicycle hire schemes operated by JCDecaux. This free application provides enhanced access to a wealth of information for users to the self-service bicycle hire schemes managed by JCDecaux.

Developed with the Zenexity Company, which contributed its cutting-edge technical expertise to the project, *AllBikesnow* uses the iPhone's mapping and geolocation functions to simplify access to the service by providing real-time information about the availability of bicycles and free spaces in docking stations along with updated information about the state of the user's account.

As such, *AllBikesnow* brings an immediate and effective response to the following questions:

- Where can I find a bike near here?
- Where can I return a bike near here?
- Where can I find a docking station near a particular address?
- How full are my favourite docking stations?
- What is the state of my account?
- How much did my last rental cost?

AllBikesnow can also guide users to the docking station of their choice thanks to the GPS navigation capabilities built into the iPhone.

AllBikesnow works for the self-service bicycle hire schemes set up in the following cities and urban areas: Aix-en-Provence, Amiens, Besançon, the Brussels Capital region, Cergy Pontoise, Dublin, Luxembourg, Lyon, Marseille, Mulhouse, Nancy, Nantes, Paris, the inter-municipal structure of Plaine Commune, Rouen, Seville, Santander, Toulouse and, in the very near future, Toyama.

The application is available in five languages: English, Spanish, Dutch, French, and Japanese.

AllBikesnow has received the *Proxima Mobile* label awarded by the French Ministry for Forward Planning and the Development of the Digital Economy in recognition for the development of public-interest services that are free of charge, accessible on mobile phones and simplify the everyday lives of all members of society.

Jean-Charles Decaux, co-CEO of JCDecaux commented on the launch of the service: "JCDecaux's experience of running self-service bicycle hire schemes in 65 cities and 8 countries allowed us to refine our understanding of users' needs. This is why we are now launching the iPhone application *AllBikesnow*. This new service with its wealth of features will enhance users' ability to adapt the self-service bicycle hire scheme to their individual needs and further promote the flexibility of this form of sustainable mobility."

JCDecaux

JCDecaux Group, key figures:

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

Contacts

Corporate Communications: Agathe Albertini
33-1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investor Relations: Martin Sabbagh
33-1 30 79 79 93 – martin.sabbagh@jcdecaux.fr