

## First quarter 2009 revenues: €424.6 million Organic revenue decrease of 11.9%

Paris, 6 May 2009 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today its revenues for the three months ended 31 March, 2009. On a reported basis, revenues decreased by 11.9% to €424.6 million compared to €482.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 11.9%, reflecting unprecedented economic conditions for the three divisions and most geographies of the Group and the comparable growth of 6.9% in the first quarter of 2008. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, decreased by 12.3% organically.

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

Q1 Revenues	2009 (€m)	2008 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	198.6	238.6	-16.8%	-14.0%
Transport	137.5	134.7	2.1%	-4.7%
Billboard	88.5	108.9	-18.7%	-16.2%
<b>Total</b>	<b>424.6</b>	<b>482.2</b>	<b>-11.9%</b>	<b>-11.9%</b>

(1) excluding acquisitions/divestitures and the impact of foreign exchange

**Street Furniture** revenues decreased by 16.8% to €198.6 million from €238.6 million in the first quarter of 2008. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 14.0% over the period. Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, decreased by 15.9%.

Negative organic revenue growth was recorded in most developed markets as demand reduced, leading to lower occupancy rates and pricing pressure from other media, particularly television. France reported a revenue decrease in the first quarter somewhat better than the division's average while the United Kingdom experienced a mid single-digit organic revenue decrease reflecting a more favourable 2008 comparable. Some other Street Furniture markets - including Spain, Germany and North America - recorded double-digit negative organic revenue growth in the first quarter of 2009 due to extremely challenging market conditions and a very high 2008 comparable for North America. Positive organic revenue growth was recorded in smaller markets, such as Belgium and Luxembourg, and the Middle East once again achieved a very good performance over the quarter.

**Transport** revenues rose by 2.1% to €137.5 million from €134.7 million in the first quarter of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 4.7% on the back of a double digit organic revenue decrease in March following slightly positive performances in the first two months of 2009.

Most European markets recorded double-digit organic revenue decreases during the first quarter of 2009 due to lower airport passenger traffic and adverse advertising conditions with Spain being particularly difficult over the quarter. Asia-Pacific overall recorded a double digit-organic revenue decrease due to tough trading conditions in March in China and very high comparables in 2008. The revenues generated by newly operated contracts in the Middle East, Europe and India somewhat offset these organic revenue decreases.

North America recorded a mid-single digit revenue decline thanks to the more longer term contracts and additional assets in the Group's US airports.

**Billboard** revenues decreased by 18.7% to €88.5 million from €108.9 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues were down by 16.2%.

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](http://www.jcdecaux.com)

A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Market conditions further deteriorated in the first quarter of 2009 leading to weaker demand and subsequent fiercer competition in many markets. France experienced some resilience over the quarter with a low double-digit organic revenue decrease while the United Kingdom and Southern Europe recorded significant double-digit organic revenue decrease. Positive organic revenue growth was recorded in Austria despite a high 2008 comparable.

Commenting on the first quarter revenues and prospects for 2009, Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

*“As previously indicated, our first quarter revenues were strongly impacted by the unprecedented economic downturn which has caused advertisers to significantly reduce their advertising spend. This, combined with the competitive activity of the more structurally challenged media has led to significant volume and price pressure in many of our geographies. Our Billboard business, and for the first time, our Street Furniture business subsequently saw double digit revenue declines, while our Transport division benefited somewhat from newly won contracts.*

*Visibility remains low and with no improvement expected in the second quarter and, given the strong organic growth achieved in Q2 2008 of 11.8%, we currently anticipate a decrease in organic revenue of around 15% for the first half of 2009. The magnitude of this decline exceeds our previous expectations and, combined with the costs associated with new and recently renewed contracts, will have a significant impact on the Group’s H1 operating margin.*

*Nevertheless, we remain confident in the structural growth opportunity for the outdoor industry in the medium term. We believe that JCDecaux is increasingly well positioned in this industry and the strength of our balance sheet will allow us to take advantage of market opportunities as they arise. A strong focus on cost reduction and selective capital investment will ensure that JCDecaux’s operating margin and free cash flow generation will clearly benefit from the growth in revenues when economic conditions improve.”*

**Next information:**

Annual Shareholders Meeting: 13 May 2009  
Q2 2009 revenues & half year 2009 results: 31 July 2009 (before market)

**JCDecaux Group, key figures:**

- 2008 revenues: €2,168.6m ; Q1 2009 :€424.6m
- 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 (378,000 advertising panels)
- No.1 worldwide in transport advertising with 165 airports and more than 300 transport contracts in metros, buses, trains and tramways (329,500 advertising panels)
- No.1 in Europe for billboards (224,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (201,700 advertising panels in 44 cities)
- No.1 worldwide for self-service bicycle hire
- 936,000 advertising panels in 55 different countries
- Present in more than 3,400 cities with more than 10,000 inhabitants
- 9,400 employees

**Communications Department**

Press Relations  
Agathe Albertini  
Tel: +33 (0)1 30 79 34 99  
Fax: +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Corporate Finance Department**

Investor Relations  
Martin Sabbagh  
Tel: +33 (0)1 30 79 79 93  
Fax: +33 (0)1 30 79 77 91  
[martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)