H1 2009 results

Results reflect unprecedented advertising market conditions

• Revenues down 13.3% to €925.4 million, organic revenues down 13.8%
• Operating margin decreases 40.0% to €166.4 million
• EBIT down 70.1% to €49.5 million
• Net income Group share decreases 95.6% to €4.4 million
• Cost optimization program on track / Capex down 40% to €96.7m
• Visibility remains very low / Q3 organic revenue performance expected to be broadly in line with H1

Paris, 31 July 2009 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, published today its 2009 half year financial results.

Revenues for the six months ended 30 June 2009 were down 13.3% to €925.4 million compared to the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue decline was 13.8%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products decreased by 14.2% organically over the period. In the second quarter, consolidated revenues decreased by 14.5% to €500.8 million (-15.3% on an organic basis) compared to the same period last year, which was a strong comparable. The Group continued to suffer from the global weakness of the advertising market during the second quarter of the year reflecting unprecedented economic conditions in almost all its geographies and businesses. The continued strong decline in Billboard and the weakening of the Transport division were not offset by the Street furniture division which recorded a similar performance as in the first quarter of 2009. Core advertising revenues decreased by 15.8% organically in the second quarter.

Operating margin decreased by 40.0% to €166.4 million from €277.5 million in the first half of 2008. The Group's operating margin as a percentage of consolidated revenues was 18.0%, a decrease of 800 basis points compared to the prior period (H1 2008: 26.0%), reflecting the fact that a significant part of the Group's cost structure is fixed. Nevertheless, the Group managed to partly offset the decline of operating margin through its tight cost management during the first half of 2009, leading to a reduction in costs in the period of €31.1m, reflecting both its cost optimization program and one off cost savings. The Group's cost optimization program remains on target to deliver a recurrent cost reduction of €50 million in 2010.

EBIT decreased by 70.1% to €49.5m from €165.3m in the first half of 2008, mainly reflecting the lower operating margin. Depreciation slightly increased over the period due to the recent capital expenditures, while spare parts charges slightly decreased.

Commenting on the 2009 first half results, Jean-François Decaux, Chairman of the Board and co-Chief Executive Officer, said:

"The backdrop to these results has been an extremely challenging environment which will lead to the biggest global GDP decline seen in decades. The global advertising market continued to lack volume and to suffer from aggressive pricing, particularly from TV-broadcasters. As expected, the decrease in organic revenues significantly reduced our H1 operating margin although the Group successfully increased its efforts to mitigate this decline and its subsequent impact on free cash flow through tight cost management and reduced capital investment. Free cash flow is close to breakeven and our balance sheet remains sound with a slight decrease in the Group net debt.

Visibility remains very low and business is volatile. Without signs of improvement in market conditions, we currently expect the decline in third quarter organic revenues to be broadly in line with the decline in the first half.

Nevertheless, and as we have previously said, 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."

HALF-YEARLY FINANCIAL STATEMENTS

Reported revenues

	2009 (€m)			2008 (€m)			Change 09/08 (%)		
	Q1	Q2	H1	Q1	Q2	H1	Q1	Q2	H1
Street Furniture	198.6	246.1	**444.7**	238.6	287.9	**526.5**	-16.8	-14.5	**-15.5**
Transport	137.5	152.5	**290.0**	134.7	164.8	**299.5**	2.1	-7.5	**-3.2**
Billboard	88.5	102.2	**190.7**	108.9	132.7	**241.6**	-18.7	-23.0	**-21.1**
Total	**424.6**	**500.8**	**925.4**	**482.2**	**585.4**	**1,067.6**	**-11.9**	**-14.5**	**-13.3**

Organic growth [a]

	Change 09/08 (%)		
	Q1	Q2	H1
Street Furniture	-14.0	-12.9	**-13.4**
Transport	-4.7	-14.0	**-9.9**
Billboard	-16.2	-21.9	**-19.3**
Total	**-11.9**	**-15.3**	**-13.8**

Revenues by geographic area:

	H1 2009 (€m)	H1 2008 (€m)	Reported growth (%)	Organic growth[a] (%)
Europe[b]	321.5	400.1	-19.6	-18.2
France	271.5	307.3	-11.6	-11.6
Asia-Pacific	145.2	152.2	-4.6	-15.4
United Kingdom	82.6	123.0	-32.8	-22.6
North America	70.5	71.0	-0.7	-13.3
Rest of the World	34.1	14.0	143.6	158.8
Total Group	**925.4**	**1,067.6**	**-13.3**	**-13.8**

(a) Excluding acquisitions/divestitures and the impact of foreign exchange

(b) Excluding France and the United Kingdom

Street Furniture:

In the second quarter, revenues decreased by 14.5% to €246.1 million (-12.9% on an organic basis) compared to the same period last year. Core advertising revenues decreased by 14.2% organically.

Revenues for the first half of 2009 decreased by 15.5% to €444.7 million from €526.5 million in the first half of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 13.4%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products decreased by 15.0% organically.

Second quarter revenues recorded negative organic revenue growth, but at a lower rate than the first quarter, in most developed markets. Advertising demand remained low, maintaining pressure mainly on occupancy rates. Europe excluding France and the United Kingdom recorded negative organic revenue growth which exceeded the division's average and remained in line with the performance achieved in the first quarter of the year. Southern Europe, Scandinavia and, to a lesser extent Germany, continued to be the most difficult areas. France achieved a slightly improved performance versus the first quarter with a limited high single digit revenue decline, while the United Kingdom reported a low double digit revenue decline reflecting a demanding 2008 comparable.

Market conditions in North America also remained extremely challenging over the quarter leading to a double-digit organic revenue decline, albeit less than in the first quarter of 2009 as comparables became more favourable.

The Rest of the World continued to produce double digit organic revenue growth with a very good performance from the Group's operations in Brazil and Qatar.

Transport:

In the second quarter, revenues decreased by 7.5% to €152.5 million (-14.0% on an organic basis).

Revenues decreased by 3.2% over the first half of the year to €290.0 million from €299.5 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 9.9%.

During the second quarter, the Transport division reported low double-digit organic revenue decline as most major transport markets suffered from the ongoing adverse business conditions and the further deterioration of worldwide airport passenger traffic. Western Europe, including France, the United Kingdom, Spain and Italy were particularly impacted over the quarter while North America continued to perform slightly better than the division's average thanks to additional assets in the Group's US airports and the longer term nature of its advertising contracts. Asia-Pacific reported a double-digit organic revenue decline, mainly due to the challenging business environment in Hong Kong and the very demanding 2008 comparables in mainland China.

Newly operated contracts such as Dubai airport, Algiers airport and Bangalore airport continued to perform in line with the Group's expectations.

Billboard:

In the second quarter, revenues decreased by 23.0% to €102.2 million (-21.9% on an organic basis).

Revenues for the first half of the year decreased by 21.1% to €190.7 million from €241.6 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 19.3% over the period.

All Billboard markets recorded negative organic revenue growth over the second quarter reflecting ongoing weak demand and intense price competition between operators. France continued to somewhat outperform the division. Trading conditions remained extremely challenging in the United Kingdom and Southern Europe leading to strong double-digit revenue decline. Austria reported a limited single-digit revenue decrease despite highly challenging 2008 comparables due to the euro Championship.

OPERATING MARGIN [1]

	2009		2008		Change 09/08	
	H1 (€m)	**%**	**H1 (€m)**	**%**	**Value (%)**	**Margin rate (bp)**
Street Furniture	133.6	30.0	201.5	38.3	(33.7)	(830)
Transport	25.0	8.6	38.3	12.8	(34.7)	(420)
Billboard	7.8	4.1	37.7	15.6	(79.3)	(1,150)
Total	**166.4**	**18.0**	**277.5**	**26.0**	**(40.0)**	**(800)**

Street Furniture:

Operating margin declined by 33.7% to €133.6 million in the first half of the year. The operating margin as a percentage of revenues was 30.0%, a decrease of 830 basis points from 38.3% in the same period last year.

The strong decrease in operating margin is mainly due to the impact of lower organic revenues on the fixed cost structure of the Street Furniture division despite the successful implementation of the Group cost optimization program, which limited the impact of the negative operating leverage. The current contract renewal cycle as well as the development of operations in new countries also led to start-up and additional operating expenses which further impacted the operating margin.

Transport:

Operating margin decreased by 34.7% to €25.0 million in the first half of the year. The operating margin as a percentage of revenues was 8.6%, a decrease of 420 basis points from 12.8% in the same period last year.

The operating margin declined as a consequence of the lower revenues recorded in almost all countries where the Group operates. The negative impact of the lower revenues was somewhat mitigated by a decrease in rents and fees which are mainly based on revenue sharing agreements. New contracts contributed very slightly to the operating margin.

Billboard:

Operating margin declined by 79.3% to €7.8 million in the first half. The operating margin as a percentage of revenues was 4.1%, a decrease of 1150 basis points from 15.6% in the same period last year.

Negative operating leverage impacted every country of the Group with the most significant declines in the United Kingdom. The Group managed to somewhat mitigate the sharp decline of the operating margin through its cost optimization program and in particular the review of its lease agreements.

EBIT (2)

EBIT decreased by 70.1% to €49.5 million from €165.3 million in 2008. The Group's EBIT margin was 5.3% of consolidated revenues, compared to 15.5% in the same period last year. The decrease in EBIT mainly reflects the lower operating margin as well as increased depreciation and provisions following renewal and new contracts capex. Spare parts charges slightly decreased over the period.

NET FINANCIAL INCOME

Net Financial Income was - € 18.1 million compared to - € 22.1 million in the first half of 2008[(3)], which mainly reflects the decrease in the interest rates.

EQUITY AFFILIATES

Share of net profit from equity affiliates decreased by €17.7 million to - €12.7 million, compared to €5.0 million in the first half of 2008. Due to the further deterioration of the Russian and Ukrainian advertising markets the Group impaired the value of its investment in BigBoard by - €6.6 million. Excluding the impact of impairment charges, share of net profit from equity affiliates were -€6.1 million, down €11.1 million compared to 2008 mainly due to the net losses recorded by some of our affiliates.

NET INCOME GROUP SHARE

Net Income Group share decreased by 95.6% to €4.4 million, compared to €100.9 million in the first half of 2008. This variation mainly reflects the decrease in operating margin and the negative equity affiliates' results.

CAPITAL EXPENDITURE

Net capex (acquisition of tangible and intangible assets, net of disposals of assets) was €96.7 million, compared to €161.5 million in the same period last year. This decrease reflects the increased contract selectivity of the Group as well as fewer projects in the first part of the year and the non recurring pre-payment paid in 2008 to the Shanghai Metro authorities (€ 37.0 million). Capital expenditure for the full year is expected to be in the region of €225 million compared to €304 million last year.

FREE CASH FLOW (4)

In the first half of 2009, free cash flow decreased to - €1.7 million from €10.3 million, mainly reflecting the lower net cash flow from operating activities. Free cash flow decrease over the first half of 2009 was limited thanks to the satisfactory cost optimization program and the reduction in capital expenditures.

NET DEBT (5)

Net debt as of 30 June 2009 decreased by €5.3 million to €701.3 million compared to €706.6 million as of 31 December 2008.

(1) **Operating Margin** = Revenues less Direct Operating Expenses (excluding Maintenance spare parts) less SG&A expenses

(2) **EBIT** = Earnings Before Interests and Taxes = Operating Margin less Depreciation, amortization and provisions less Impairment of goodwill less Maintenance spare parts less Other operating income and expenses.

(3) Excluding the reassessment of the Gewista's minority shareholder's put option which was extended in 2008 until 2019

(4) Free cash flow = Net cash flow from operating activities less net capital investments (tangible and intangible assets).

(5) Net debt = Debt net of cash including the non-cash impact of IAS39 (on both debt and derivatives) and excluding the non-cash impact of IAS 32 (debt on commitments to purchase minority interests)

Next information:
Q3 2008 revenues & quarterly information: 4 November 2009 (before market)

Key Figures for the Group:

- 2008 revenues: €2,168.6 million ; H1 2009 revenues: €925.4 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- 9,250 employee

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Forward Looking Statement

Certain statements in this release constitute « forward-looking statements » within the meaning of the US Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. The words or phrases « guidance », « expect », « anticipate », « estimates » and « forecast » and similar words or expressions are intended to identify such forward-looking statements. In addition, any statements that refer to expectations or other characterizations of future events or circumstances are forward-looking statements.Various risks that could cause future results to differ from those expressed by the forward-looking statements included in this release include, but are not limited to : changes in economic conditions in the U.S. and in other countries in which JCDecaux currently does business (both general and relative to the advertising and entertainment industries) ; fluctuations in interest rates ; changes in industry conditions ; changes in operating performance ; shifts in population and other demographics ; changes in the level of competition for advertising dollars ; fluctuations in operating costs ; technological changes and innovations ; changes in labor conditions ; changes in governmental regulations and policies and actions of regulatory bodies ; fluctuations in exchange rates and currency values ; changes in tax rates ; changes in capital expenditure requirements and access to capital markets. Other key risks are described in the JCDecaux reports filed with the U.S. Securities and Exchange Commission. Except as otherwise stated in this news announcement, JCDecaux does not undertake any obligation to publicly update or revise any forward-looking statements because of new information, future events or otherwise.

CONDENSED INTERIM CONSOLIDATED FINANCIAL STATEMENTS

The below condensed financial statements have been prepared, for simplification purposes, on the basis on the detailed financial statements that were disclosed by the Company on 31 July 2009 in the Group H1 2009 Financial Report. While we believe that the aggregates presented in the simplified financial statements are sufficient to provide a fair understanding of the financial situation of the Group, they have been prepared for the limited purpose of simplifying the review of the financial situation of the Group. Please note that only the detailed financial statements have been certified by the auditors.

STATEMENT OF FINANCIAL POSITION

Assets

(In million euros)		**06/30/2009**	**12/31/2008**
Goodwill		1,210.4	1,210.8
Other intangible assets		251.5	257.8
Property, plant and equipment		1,063.6	1,056.6
Investments in associates		281.4	301.0
Financial investments		17.1	17.0
Financial derivatives	§ 2.7	0.0	0.0
Other financial investments		17.5	23.6
Deferred tax assets		17.3	8.3
Current tax assets		0.9	0.9
Other receivables		58.2	58.6
NON-CURRENT ASSETS		**2,917.9**	**2,934.6**
Other financial investments		25.3	17.8
Inventories	§ 2.3	136.7	127.7
Financial derivatives	§ 2.7	3.3	0.0
Trade and other receivables		592.8	672.0
Current tax assets		14.6	13.1
Cash and cash equivalents	§ 2.6	87.1	112.1
CURRENT ASSETS		**859.8**	**942.7**
NON-CURRENT ASSETS CLASSIFIED AS HELD FOR SALE		**8.4**	**7.5**
TOTAL ASSETS		**3,786.1**	**3,884.8**

Liabilities and Equity

(In million euros)		06/30/2009	12/31/2008
Share capital		3.4	3.4
Additional paid-in capital		994.5	993.5
Consolidated reserves		1,043.8	935.4
Net income for the period (Group share)		4.4	108.1
Other components of equity		(37.0)	(46.1)
TOTAL EQUITY GROUP SHARE		**2,009.1**	**1,994.3**
Minority interests		(31.5)	(24.6)
TOTAL EQUITY	**§ 2.4**	**1,977.6**	**1,969.7**
Provisions	§ 2.5	166.0	158.2
Deferred tax liabilities		101.3	95.7
Financial debt	§ 2.6	686.5	749.3
Debt on commitments to purchase minority interests		67.6	63.1
Other payables		10.1	9.0
Current tax payable		1.4	1.2
Financial derivatives	§ 2.7	27.7	21.4
NON-CURRENT LIABILITIES		**1,060.6**	**1,097.9**
Provisions	§ 2.5	17.8	20.0
Financial debt	§ 2.6	52.7	44.9
Debt on commitments to purchase minority interests		5.2	5.3
Financial derivatives	§ 2.7	0.0	4.4
Trade and other payables		635.0	711.9
Current tax payable		3.2	23.6
Bank overdrafts	§ 2.6	34.0	7.1
CURRENT LIABILITIES		**747.9**	**817.2**
TOTAL LIABILITIES		**1,808.5**	**1,915.1**
TOTAL LIABILITIES AND EQUITY		**3,786.1**	**3,884.8**

INCOME STATEMENT

(In million euros)		1st half of 2009	1st half of 2008
NET REVENUES		**925.4**	**1,067.6**
Direct operating expenses		(602.0)	(610.1)
Selling, general and administrative expenses		(157.0)	(180.0)
OPERATING MARGIN		**166.4**	**277.5**
Depreciation, amortization and provisions (net)		(95.4)	(91.1)
Impairment of goodwill		0.0	0.0
Maintenance spare parts		(18.7)	(20.6)
Other operating income and expenses		(2.8)	(0.5)
EBIT	**§ 2.8**	**49.5**	**165.3**
Financial income		7.7	27.7
Financial expenses		(29.6)	(25.4)
NET FINANCIAL INCOME (LOSS) (1)	**§ 2.9**	**(21.9)**	**2.3**
Income tax	§ 2.10	(11.0)	(43.0)
Share of net profit of associates	§ 2.11	(12.7)	5.0
NET INCOME BEFORE GAIN OR LOSS ON DISCONTINUED OPERATIONS		**3.9**	**129.6**
Gain or loss on discontinued operations		0.0	0.0
CONSOLIDATED INCOME		**3.9**	**129.6**
Minority interests	§ 2.12	(0.5)	28.7
NET INCOME (GROUP SHARE)		**4.4**	**100.9**
Earnings per share (in euros)		0.020	0.452
Diluted earnings per share (in euros)		0.020	0.452
Weighted average number of shares		221,277,604	223,069,209
Weighted average number of shares (diluted)		221,301,276	223,268,850

(1) After deduction of the impact of the put on Gewista, net financial loss is €(18.1) million for the first half of the year 2009 compared to €(22.1) million for the first half of the year 2008.

STATEMENT OF CASH FLOWS

(In million euros)	1st half of 2009	1st half of 2008
Net income before tax	14.9	172.6
Share of net profit of associates	12.7	(5.0)
Dividends received from non-consolidated subsidiaries	0.0	(0.2)
Expenses related to share-based payments	1.0	1.7
Depreciation, amortization and provisions (net)	93.3	91.3
Capital gains and losses	3.3	0.0
Discounting expenses (income)	10.9	(21.5)
Net financial interest expense	11.3	20.6
Financial derivatives and translation adjustments	(11.2)	5.3
Change in working capital	9.0	(25.6)
Change in inventories	(9.5)	(10.6)
Change in trade and other receivables	90.2	(61.7)
Change in trade and other payables	(71.7)	46.7
CASH PROVIDED BY OPERATING ACTIVITIES	**145.2**	**239.2**
Net financial interest paid	(12.4)	(20.3)
Income taxes paid	(37.8)	(47.1)
NET CASH PROVIDED BY OPERATING ACTIVITIES	**95.0**	**171.8**
Cash payments on acquisitions of intangible assets and property, plant and equipment	(98.8)	(164.9)
Cash payments on acquisitions of financial assets (long-term investments)	(1.6)	0.4
Acquisitions of financial assets (other)	(2.4)	(1.0)
Total investments	**(102.8)**	**(165.5)**
Cash receipts on proceeds on disposal of intangible assets and property, plant and equipment	2.1	3.4
Cash receipts on proceeds on disposal of financial assets (long-term investments)	0.0	(1.9)
Proceeds on disposal of financial assets (other)	0.9	7.4
Total disposals of assets	**3.0**	**8.9**
NET CASH USED IN INVESTING ACTIVITIES	**(99.8)**	**(156.6)**
Dividends paid	(3.8)	(104.2)
Capital decrease	0.0	0.0
Purchase of treasury shares	0.0	(38.8)
Repayment of long-term debt	(71.7)	(6.4)
Repayment of debt (finance lease)	(1.7)	(1.5)
Cash outflow from financing activities	**(77.2)**	**(150.9)**
Dividends received	4.9	7.6
Capital increase	0.3	0.7
Increase in long-term borrowings	25.0	77.2
Cash inflow from financing activities	**30.2**	**85.5**
NET CASH USED IN FINANCING ACTIVITIES	**(47.0)**	**(65.4)**
Effect of exchange rate fluctuations and other movements	(0.1)	0.1
CHANGE IN NET CASH POSITION	**(51.9)**	**(50.1)**
Net cash position at beginning of period	**105.0**	**130.0**
Net cash position at end of period	**53.1**	**79.9**