

JCDecaux Wins 15-Year Exclusive Advertising Contract for Chongqing Rail Transit Lines One and Three

Out of Home Media

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Italy
Japan
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Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
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Qatar
Romania
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Serbia
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Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
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Ukraine
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United Kingdom
United States
Uruguay
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Paris, September 20th, 2011 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company recently announced that the company's wholly-owned subsidiary JCDecaux Advertising (Shanghai) has entered into a 15-year agreement with Chongqing Rail Transit (Group) for the exclusive right to operate outdoor advertising on platforms, in concourses and corridors of Chongqing rail transit lines No.1 and No. 3 (excluding video advertising). As a result of this agreement, JCDecaux's rail transit media business in Chongqing will encompass all the city's rail transit lines, including Line 2 which is already operated by JCDecaux.

Chongqing is one of the largest cities in China and the most important city in Western China. With a total population of more than 28.8 million, over 17.6 million people live in Chongqing's inner city.

Chongqing Rail Transit (Group), the company responsible for the construction and operation of urban rail transit as well as the development of resources along rail transit lines in Chongqing, is building a high-quality, urban rail transit network in the western part of China, that will be a showcase for Chongqing. Phase one of Line 1 and phase one and two of Line 3 will open from the end of July 2011. Along with rail transit Line 2 already in operation, the completed work will bring the length of the city's total rail transit system up to 75 kilometres (46.6 miles) and provide full coverage of Chongqing's key urban areas. JCDecaux has worked with Chongqing Rail Transit since 2005 when Line 2 was opened. By leveraging JCDecaux's global expertise in advertising operations and high-quality media products, the partnership between the two companies will enhance the rail environment, providing a positive experience for passengers in Chongqing.

Chairman Shen Xiao Yang from Chongqing Rail Transit (Group) said, "We have a strong partnership with JCDecaux of more than five years' standing, which has given us a deep understanding of the advertising company's high-quality and wide-ranging operational capability. As the leading international outdoor advertising company, JCDecaux has first rate media products, international standards and professional experience of advertising operations as well as efficient management capability – key reasons why we have signed this new contract. We have been able to capitalise upon JCDecaux's successful experience in advertising operations in China's mature markets, including Hong Kong, Beijing and Shanghai, as well as in major markets around the world. Chongqing's rail transit will provide the most efficient media platform, while JCDecaux's outdoor advertising model will help us achieve our goal of creating a top-class urban rail transit network in western China."

JCDecaux Co-CEO Jean-Charles Decaux said, "The signing of the new agreement demonstrates Chongqing Rail Transit's recognition of JCDecaux's unique capability in the operation of advertising media in the rail transit sector and underlines the growing strength of our relationship. It is a great honour for us to continue to work with Chongqing Rail Transit over the coming 15 years. We will continue to maintain good communications with the group while bringing more creative, innovative, successful, and high quality products & services into Chongqing's urban transit sector, creating a premium urban transit media network for the city and improving the passengers' experience. This new contract will strengthen JCDecaux's leading position in transit advertising in China."

JCDecaux SA

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www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3.378.627.92 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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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