

Quarterly trading update

Third quarter reported revenues up 5.3% to €577.1m
Third quarter organic revenues up 8.4%

Reported revenues up 5.3% in first nine months to €1,747.1m
Organic revenues up 6.7% in first nine months

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Media

Paris, 7 November 2011 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today its revenues for the three months ended 30 September, 2011.

On a reported basis, revenues increased by 5.3% to €577.1 million compared to €548.1 million in the same period last year. Organic revenue growth of 8.4% was stronger than originally expected with Asia-Pacific, France and the Rest of the World making the most significant positive contribution.

The difference between reported and organic revenues for the third quarter is principally attributable to exchange variations of major currencies in which the Group operates against the Euro (USD, GBP, HKD and CNY).

Core advertising revenues increased by 7.6% organically, mostly driven by the Transport segment which continues to benefit from its exposure to Asia-Pacific. Non advertising revenues posted a 16.9% increase during the third quarter of the year.

Reported revenues for the first nine months of 2011 increased by 5.3% to €1,747.1 million compared to €1,658.7 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 6.7% during the first nine months of 2011.

Q3 revenues	2011 (€m)	2010 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	260.4	250.9	3.8%	4.5%
Transport	221.3	197.7	11.9%	18.9%
Billboard	95.4	99.5	-4.1%	-2.8%
Total	577.1	548.1	5.3%	8.4%

9-month revenues	2011 (€m)	2010 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	826.4	801.0	3.2%	3.0%
Transport	623.4	548.5	13.7%	17.6%
Billboard	297.3	309.2	-3.8%	-3.4%
Total	1,747.1	1,658.7	5.3%	6.7%

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

Street Furniture revenues increased by 3.8% to €260.4 million from €250.9 million in the third quarter of 2010 (organic growth: 4.5%). Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, increased by 4.1% over the period.

Despite concerns around the European economic environment, both France and Germany delivered double-digit growth in advertising revenues during the quarter. North America posted a strong organic growth on a like-for-like basis (excluding the impact of the non-renewal of a low-profitability shopping mall contract). It is also worth noting that fast-growing markets such

as Turkey, India and Kazakhstan posted double-digit growth in the third quarter. The UK however posted a slight decrease and softer conditions continued in Southern Europe.

Transport revenues increased by 11.9% to €221.3 million from €197.7 million in the third quarter of 2010 reflecting a very strong organic revenue increase of 18.9%, partially offset by negative foreign exchange variations and change in perimeter effects.

During the third quarter, the strong organic revenue growth in the Transport division was mainly driven by the double-digit performance of Asia-Pacific, together with the Rest of the World and North America.

Billboard revenues decreased by 4.1% to €95.4 million from €99.5 million in the third quarter of 2010. Excluding acquisitions and the impact of foreign exchange, organic revenues decreased by 2.8%.

During the third quarter, the Billboard division suffered from a decrease in most European countries, with the exception of France - which posted slightly increasing revenues - and the UK which remained broadly flat year on year.

Commenting on the third quarter revenues and prospects for 2011, **Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer**, said:

“Our strong Q3 organic revenue growth demonstrates once again our capacity to outperform the Media market. This performance was driven by the ongoing strength of our Transport division with its unique exposure to Asia-Pacific combined with sound growth in our core Street Furniture markets such as France and Germany.

While we remain cautious given the current market uncertainties, we expect organic revenue growth of around 5% for the full year.

Looking forward, with our increasing exposure to fast-growing markets, our growing digital portfolio, our ability to win new contracts and the high quality of our teams across the world, we remain confident that we will continue to outperform the media market. We also believe that the strength of our balance sheet will, more than ever, be a key competitive advantage over the medium term.”

Next information:

Q4 2011 revenues: 26 January 2012 (after market)

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 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 more than 50 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

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A public limited corporation with an Executive Board and Supervisory Board

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