

JCDecaux wins 15-year exclusive Outdoor Advertising Contract in Lübeck

Out of Home
Media

Paris, December 19, 2011 - JCDecaux SA (Euronext Paris DEC) the No.1 outdoor advertising company in the world announced today that its Berlin-based company Wall AG signed a 15-year exclusive outdoor advertising contract with the City of Lübeck (population 211.000).

This contract is for the entire outdoor advertising portfolio on public ground with 1125 advertising panels including 380 bus-shelters, 205 columns and 70 billboards which had been operated (except for the bus-shelters) for over 20 years by DSM which was acquired by Ströer in 2004.

Jean-Francois Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said: « *Lübeck's decision confirms both the German trend for total modernisation as well as the desire from medium-size cities to consolidate their outdoor advertising portfolio with one company in order to reduce clutter, achieve a coordinated design solution and maximise revenues with benefit for both the city and the operator. This contract win after Wiesbaden earlier this year further demonstrates the strong ability of JCDecaux to grow organically in the largest European Media market with Premium back-lit panels which are gaining share of outdoor advertising spend* »..

Key Figures for the Group:

- 2010 revenues: €2,350m; revenues first nine months 2011: €1,747.1m
- 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 nearly 300 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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