



## JCDecaux has signed a contract to acquire Mediakiosk

Communication  
Extérieure

**Paris, October 24, 2011** - JCDecaux SA (Euronext Paris: DEC), the world's No.1 outdoor advertising company, today announced that it has signed an agreement with Presstalis, a media distribution company, for the acquisition of a 95% equity interest in Mediakiosk. Under the terms of this agreement - and subject to the fulfillment of certain suspensive conditions stipulated in the contract - JCDecaux will acquire exclusive control over Mediakiosk while Presstalis remains a minority shareholder with a 5% interest in the company.

Mediakiosk currently manages outdoor advertising space on 746 newsstands throughout France and generated revenues of €26.3 million in 2010, a significant part of which with publishers of newspapers and periodicals.

**Jean-Charles Decaux, co-CEO of JCDecaux, said:** *"We are pleased to have signed an agreement with Presstalis that should allow JCDecaux to acquire Mediakiosk and, in relation with the representatives of press publishers, to ensure that newsstands keep playing a key role in the distribution of the printed press in France. Mediakiosk today operates a network of newsstands located in the very heart of the principal French towns and cities and managed by high-quality teams of people - to whom JCDecaux would be delighted to extend its warmest welcome. Newsstands have played an essential role in the life of urban centres in France for more than a century and represent a focal point to which their local residents are deeply attached. Building on this rich heritage and tradition, JCDecaux will offer Mediakiosk the benefit of its expertise in outdoor advertising and its culture of innovation in street furniture to further develop and enhance this network of newsstands, in accordance with the goals expressed by the public authorities and the Association of French Mayors and while preserving the independence and corporate identity that constitute the essential strengths of Mediakiosk."*

### JCDecaux Group, key figures:

- 2010 revenues: €2,350m; 1<sup>st</sup> half 2011 revenues: €1,170m
- 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 different 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

Registered capital of 3,378,627.92 euros - # RCS: 307 570 747 Nanterre - FR 44307570747