

JCDecaux Airport wins the contract to operate indoor and outdoor advertising space in the two Lyon airports

Communication
Extérieure

Paris, October 25, 2011 - JCDecaux SA (Euronext Paris: DEC), the world's No.1 outdoor advertising company, is pleased to announce that JCDecaux Airport, the No.1 worldwide in airport advertising, has renewed its contract to operate the indoor and outdoor advertising space in the airports of Lyon Saint-Exupéry and Lyon Bron. This 10-year contract was awarded following a consultation process.

With 50 airlines offering direct flights to 120 different destinations, Lyon Saint Exupéry airport is the second busiest regional airport in France, handling more than 8 million passengers. Lyon Bron airport, for its part, is the third largest French airport for business travellers.

This contract will allow JCDecaux Airport to develop its range of advertising services. New high value-added ambient media solutions will be installed in addition to a state-of-the-art network of 70-inch HD digital screens, making Lyon airports a showcase for experiential and service-based advertising.

Isabelle Schlumberger, CEO of JCDecaux Airport France, said: *"We are delighted that Lyon airports have chosen JCDecaux Airport once again, and we look forward to working with these two airports and their teams on their development projects. Under these contracts, JCDecaux Airport will provide an innovative range of services and solutions, including a range of state-of-the-art digital solutions, backed up by the know-how, creativity and sales expertise of a market leader entirely dedicated to airport advertising."*

JCDecaux Group, key figures:

- 2010 revenues: €2,350m; 1st 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

Corporate Communications: Agathe Albertini
33-1 30 79 34 99 – agathe.albertini@jcdecaux.fr

Investor Relations: Nicolas Buron
33-1 30 79 79 93 – nicolas.buron@jcdecaux.fr