

JCDecaux strengthens No.1 position in Norway with Norwegian Rail Advertising win

Out of Home Media

Algeria
Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 22 March 2012 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that JCDecaux has signed a 5+3 year agreement for advertising on Norwegian Railway System with ROM Eiendom (Real-estate company owned by National Rail Company – NSB), following a competitive tender. The contract gives JCDecaux exclusive right to operate and develop advertising on the stations and other properties owned by ROM Eiendom.

Jeremy Male, CEO for UK & Northern Europe, said: “This win will enable us to strengthen our position to target the fast growing public transport market in the Greater Oslo area and fits well with our contract for the Oslo Transport Company covering buses, trams and the Metro. In addition it will further strengthen our national footprint in the street furniture and transport advertising segments which are particularly well developed in Norway compared to billboard advertising segment.

Through this contract we will also further increase the digitalization of our media-portfolio. Oslo Central Station and National Theatre Station will be digitalized by replacing traditional 6 sheets with 72” screens and one DEP – Digital Escalator Panels – project.

After more than 45 years with the previous operator, we are pleased that ROM Eiendom appreciated our innovative approach and decided to partner with JCDecaux.”

About ROM Eiendom:

Rail passengers pr year: 52,5 mill

Railway Stations: 331

Properties: 990 – 720,000 m2

Key Figures for the Group:

- 2011 revenues: €2,463m
- 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 (426,184 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 282 contracts in metros, buses, trains and tramways (367,770 advertising panels)
- No.1 in Europe for billboards (219,498 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (246,819 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,510 advertising panels in more than 50 countries
- Present in 3,688 cities with more than 10,000 inhabitants
- 10,304 employees

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,382,240.96 euros - # RCS: 307 570 747 Nanterre - FR 44307570747