

JCDecaux consolidates its leading advertising bus shelter position in Delhi (India) for 20 years

Out of Home Media

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Paris, 6 June 2012 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that JCDecaux India has signed a new contract with Delhi Transport Infrastructure Development Corporation Limited (DTIDC) for the installation, upgrade, operations, maintenance & marketing of 419 advertising bus shelters in Delhi (16 million inhabitants). The contract is for a 20-year period, extendable by 5 years.

JCDecaux India will upgrade 319 existing bus shelters in addition to installing new advertising bus shelters on 100 new locations across Delhi.

This contract strengthens JCDecaux India's street furniture portfolio in Delhi with a total of 5,594 advertising displays. It comprises: 866 advertising bus shelters, 1,438 pole-mounted Mupi and Flag poles, 26 toilets, 50 Information displays (seniors), 24 vending kiosks, and 10 police booths (Columns).

The state-of-the-art advertising bus shelters will be located across all areas: Central, North, South, East & West Delhi making JCDecaux a one-stop-shop for brands requiring city wide campaigns in Delhi.

Mr. Arvinder Singh Lovely, Transport Minister, GNCT of Delhi, said: *"The endeavour of the Government of Delhi is to provide world class infrastructure to the residents of Delhi. In the recent past, government has taken a number of initiatives to enhance the Public Transport System in the city such as introducing new state-of-the-art Bus Queue Shelters for the benefit of its citizens. JCDecaux has consistently performed in maintenance of their bus queue shelters and has delivered a self-satisfactory experience for the public transport users."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"We are delighted that in the light of our past performance, the Government of Delhi has chosen to expand JCDecaux's services, enabling us to continue to play a part in the transformation of the city. This decision underlines our commitment to quality, innovation and sustainable development in India's capital city. This new contract will bring the benefits of well-maintained advertising bus shelters in premium locations to an even greater number of people living in the city. It consolidates JCDecaux's position as the leading Street Furniture company in India, strengthening the reach of JCDecaux's national network and enhancing the communications' strategies of advertisers and their agencies."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,382,727.35 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group:

- 2011 revenues: €2,463m; Q1 2012 revenues: €569.0m
- 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 (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

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