

JCDecaux wins street furniture contracts with the urban community of Annecy and six towns in the greater Annecy area

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Paris, October 8, 2012 - JCDecaux SA (Euronext Paris: DEC), the world's number one outdoor advertising company, announces that following a competitive tender process it has been awarded the contract for the bus shelter network of the urban community of Annecy (*Communauté de l'Agglomération d'Annecy*, or C2A, 140,000 inhabitants) and the contract to provide street furniture for six of the thirteen towns included in the greater Annecy area (109,000 inhabitants) for a period of 15 years. These major contracts had previously been held by one of the company's competitors.

These contracts cover the installation, maintenance and sales of 235 advertising bus shelters in the urban community of Annecy in addition to 127 MUPI® 2m² free-standing information panels and 17 large-format (8m²) Senior® billboards in the city of Annecy and in the towns of Annecy-le-Vieux, Cran-Gevrier, Meythet, Poisy and Pringy, representing a total of 719 advertising panels. These contracts also include 93 non-advertising displays to be freely used by cultural associations as notice boards.

The street furniture units are part of the *RivAlp'* design line that was specifically developed by JCDecaux for the urban community of Annecy and the six municipalities in the greater Annecy area to create a shared visual identity.

JCDecaux created this wide range of products in line with its sustainable development policy that includes the recruitment of employees via social integration schemes, the adoption of carbon offsetting measures, the purchase of green electricity, the use of long-lasting and recyclable materials and the use of rain water to clean the units and the waste management systems.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"We are proud to have been chosen for these Street Furniture contracts by the urban community of Annecy and its member towns. This decision underlines JCDecaux's expertise and innovative strengths, based upon our corporate values of excellence in design, maintenance, sustainable development and social integration. We are delighted to be working in partnership with Annecy and the six municipalities to further enhance the area's reputation as an economic centre and tourist destination. These contracts will strengthen our position as the leading Street Furniture company in France, extending the reach of JCDecaux's national network and benefiting the brand strategies of our advertisers and their agencies."*

Key figures for the Group

- 2011 revenues: €2,463m ; H1 2012: €1,240m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- 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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