

JCDecaux wins 25-year advertising clock contract in São Paulo

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, 24 October 2012 - JCDecaux SA (Euronext Paris: DEC), the world's number one outdoor advertising company announces that, together with its Brazilian partner Publicrono (JCDecaux 80% / Publicrono 20%), it has been awarded the contract for the design, manufacture, installation, maintenance and marketing of the advertising faces on 1,000 digital clocks (providing a minimum of 2,000 advertising faces including a number of digital displays) for a 25-year period.

Five years after passing the "Cidade Limpa" (Clean City) law which prohibited advertising in its streets, São Paulo, the fifth largest Metropolitan Area worldwide, is reintroducing outdoor advertising in a regulated environment which is ideally suited to the Street Furniture concept introduced by JCDecaux.

JCDecaux called upon two internationally renowned "paulistanos" architects, Ruy Ohtake and Carlos Bratke, to integrate a sense of identity into the design of the most extensive clock project worldwide, featuring advanced digital technology.

The clocks will provide residents with useful information including the time, temperature and air quality as well as city information (news, cultural events and the Municipality's Twitter messages...). Content, managed remotely by JCDecaux and updated in real time, will benefit from exceptional visibility thanks to high definition digital displays. The clocks will also facilitate São Paulo's city communications, particularly during events staged in Brazil's economic capital; the FIFA Confederations Cup in 2013, the FIFA World Cup in 2014 and the Olympic Games in 2016.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: «*We are delighted to have been chosen by São Paulo to contribute to provide services and advertising in the fifth largest Metropolitan Area in the world. This contract award underlines the strength of JCDecaux's business model and our Group's ability, as the originator of the Street Furniture advertising concept, to meet the needs of the largest cities and their inhabitants. We are pleased that outdoor advertising will be returning to São Paulo through our innovative and aesthetic Street Furniture, providing useful services for residents and exceptional visibility for advertisers and their brands. This long-term contract demonstrates our commitment to the outdoor sector in Brazil, the world's 6th largest advertising market. JCDecaux aims to play a key role in Outdoor's growth, a sector that currently accounts for only 3.1% of media spend in a rapidly expanding market.* »

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

Contacts

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

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

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