

JCDecaux

JCDecaux reenters Hungary

Out of Home Media

JCDecaux buys 100% of EPAMEDIA Hungary

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Paris, December 21, 2012 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has agreed to acquire 100% of the Hungarian assets of EPAMEDIA – the number one street furniture company in Hungary- from JOJ Media House.

JCDecaux exited the Hungarian market in 2009 in a global deal with Affichage Holding to terminate a JCDecaux/Affichage Holding Joint Venture for Central and Eastern Europe.

Following the recent sale of EPAMEDIA assets by Raiffeisen to JOJ Media House (a media company in Slovakia), JCDecaux has successfully explored the opportunity to reenter the Hungarian market through the acquisition of EPAMEDIA Hungary.

Jean-François Decaux, co-CEO of JCDecaux, said: *“We are very pleased to reenter the Hungarian outdoor advertising market. The acquisition of EPAMEDIA Hungary is a new step for the consolidation of the Hungarian outdoor market which was highly fragmented. EPAMEDIA Hungary operates for example the 25 year bus shelter contract with Budapest (8th largest city in Europe with 1.7 million population) which started in 2006. This will give us a platform to develop another 25 year contract with Budapest for free standing citylight panels and scrolling billboards which was also signed in 2006 (by WallAG now owned by JCDecaux) as part of a global tender for all outdoor advertising rights in Budapest.”*

Key Figures for the Group:

- 2011 revenue: €2,463.0m; Revenue for the first nine months of 2012: €1,876.2m
- 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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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