

JCDecaux wins an 8-year advertising contract for Shanghai Metro TV Network and extends its partnership with Shanghai Metro

Out of Home Media

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Paris, January 28, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that STDecaux (a joint venture between JCDecaux Shanghai Advertising Company and Shanghai Metro Shentong Group Ltd.), has signed an exclusive 8-year contract for the operation of the Shanghai Metro TV advertising network. Effective from January 1st, 2013 and covering 23,000 digital screens operated by Shanghai Metro Television Co. Ltd, this contract will strengthen the media portfolio operated by STDecaux for Shanghai Metro.

In 2007, JCDecaux and Shentong Group signed an exclusive 15-year contract to give STDecaux advertising rights for the operation and management of all outdoor advertising across the metro network (lightboxes, wall stickers, digital media etc...), excluding broadcast TV in trains and platforms within the Shanghai Metro network.

With this new contract, STDecaux holds the exclusive rights to operate the TV advertising network of 20,000 17-inch screens in trains and 3,000 42-inch screens on platforms, covering a total of nearly 38,000 media displays in 290 stations on 12 Shanghai metro lines.

The Shanghai Metro Television Co. Ltd., established in 2008, is responsible for the installation, maintenance and the content of the in-trains & platform TV in the Shanghai Metro network. It also provides passengers with useful information, such as news, weather information, operational metro information and public service announcements.

The management of Shanghai Shentong said: *"We have maintained a close and successful partnership with JCDecaux for many years, which has led to our good understanding of the number one outdoor advertising company worldwide. We will continue to expand our partnership with JCDecaux, reflecting our confidence in the company's expertise and ability in the metro advertising business, as well as our optimism about the future of our collaboration. We are confident that with its international expertise and impressive track record in Shanghai Metro, JCDecaux will be able to offer high quality services to advertisers, an enhanced experience for passengers and also a better return to the metro."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said, *"We are delighted to have been selected once again by Shanghai Metro, underlining the success of our existing partnership. The TV advertising business is strategically important to strengthen JCDecaux's range of products in Chinese metros. We will continue to work closely with the Shentong Group while bringing high quality products and services into Shanghai metro network, improving the passengers' experience and establishing the most effective media platform for our advertisers and their agencies."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,386,792.80 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key figures for the Group

- 2012 revenues: €2,623m
- 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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