

JCDecaux wins the renewal of its exclusive advertising contracts for Hong Kong MTR* Main Products, TV Network and Airport Express

Out of Home Media

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Paris, November 19, 2012 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that JCDecaux Pearl & Dean, a 100% subsidiary of JCDecaux (hereinafter called "JCDecaux Transport") has won the renewal of its exclusive advertising contracts with MTR Corporation for the operation and management of outdoor advertising across six MTR lines** and the Airport Express. These renewed contracts will be effective from January 2013 for 5 years. The three contracts awarded cover the advertising concessions of the MTR's Main Products and TV Network, with its coverage of the six lines, and the Airport Express.

JCDecaux Transport, the "Number one out-of-home media company of the year" in Hong Kong***, has held the MTR advertising contract for over 30 years. These six lines reach 78% of the Hong Kong population in a month**** and dominate transport advertising in Hong Kong. This win not only maintains JCDecaux Transport's portfolio in Hong Kong, but also its market leader position in metro advertising in China.

MTR advertising in Hong Kong is widely recognized as the world's leading metro advertising medium in terms of innovation, professionalism and service quality. The creativity is further enhanced by the successful introduction of new advertising formats including the latest InterActiveAds. MTR has become a state-of-the-art showcase for JCDecaux's expertise in Chinese metro advertising.

Jeny Yeung, Commercial Director, MTR Corporation, said: *"We are pleased to extend our commercial partnership with JCDecaux Transport. Apart from upholding the quality as a leading metro system that is renowned in the world, we are confident that the team will continue work with us to grow MTR's advertising business. With the continued commitment of JCDecaux and MTR to creativity and innovation, the advertisements in the network are becoming ever more impactful and interactive, enhancing the passenger journey for our customers."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are delighted to have been selected once again by MTR Corporation. These renewed contracts underline the success of our existing partnership that has already seen the launch of new digital advertising formats and the introduction of an enhanced TV Network. We will continue to work with MTR to provide advertising solutions that not only meet our clients' needs but also enhance the station ambience and improve the passenger experience. More than ever, China, JCDecaux's second largest market in the world by revenue, has become a showcase for the expertise and innovative capability of the Group"*.

* Mass Transit Railway

** means the Lines: Tsuen Wan, Island, Kwun Tong, Tung Chung, Tseung Kwan O and Disneyland Resort.

*** source: *Out-of-Home Media of the Year (For 3 Consecutive Years) - Marketing magazine 2012, 2011 & 2010 issue (Asia's leading source of advertising, marketing and media intelligence).*

**** source: *Nielsen Media Index (Jan-Dec 2011).*

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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 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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