

JCDecaux

JCDecaux implements the first infrastructure project in Russia following its investment in Russ Outdoor

Out of Home Media

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Paris, 4 July 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has implemented the first infrastructure project in Russia following its recent investment in Russ Outdoor. The Veli'k bicycle sharing system was launched on July 1, 2013, in Kazan, Russia, and will include 12 self-service bicycle docking stations and 260 bikes across the city.

Kazan (8th largest city in Russia with a population of 1.1 million) is the capital city of the Republic of Tatarstan in Russia, host of the 2013 Universiade Games, which will start on July 6th, and a host city for the 2018 FIFA World Cup. The project was launched in conjunction with the municipality of Kazan to augment the transportation infrastructure for the Universiade Games, and then to serve the residents of the city and its growing number of tourists.

With the launch of a self-service bicycle scheme in Russia, JCDecaux continues the global expansion of its industry-leading product innovation. Its self-service bicycle schemes are now operating in 11 countries, and its bicycles have been rented more than 300 million times.

Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"We are delighted to implement the first infrastructure project in Russia since investing in Russ Outdoor. I hope that the Veli'k bicycle sharing system in Kazan will be a showcase for other Russian cities. We are committed to sharing our global know-how in order to help our municipality partners transform Russian cities into more sustainable, friendly, and comfortable urban environments for city dwellers and tourists."*

Key Figures for the Group

- 2012 revenues: €2,623m; Q1 2013 revenues: €565.7m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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