

JCDecaux UK purchases certain Titan Outdoor assets

Communication Extérieure

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Paris, January 18, 2010 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announces that it has purchased certain assets including the retail and rail advertising business of Titan Outdoor Advertising Ltd, subsequent to the company being placed in administration. Titan has a leading position in the railway and retail advertising sectors in the UK, following the purchase of Maiden Outdoor in March 2006. Titan has been instrumental in driving digital outdoor with its Transvision and Digital 6-sheets in shopping malls and railway stations.

Jeremy Male, CEO JCDecaux UK and Northern Europe said, *“We look forward to the opportunity of adding the Titan assets to our portfolio of business in the UK. There is a great potential fit with our existing roadside and airport advertising business and with strong positions in retail and rail advertising it is well placed for growth. There are great synergies between the two businesses that will enable us to maximise revenues for our advertising partners in the future.”*

Bill Apfelbaum, Chairman of Titan UK said, *“While we greatly regret exiting the UK market after nearly 4 years, we’re tremendously proud of the achievement and hard work of our team. Titan is pleased to put our great transit and retail assets in the capable hands of JCDecaux who will add significant value to these businesses. Titan’s employee base should flourish within JCDecaux’.”*

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JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m; revenues for the first 9 months of 2009: €1,356.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (378,000 advertising panels)
- No.1 worldwide in transport advertising with 165 airports and more than 300 transport contracts in metros, buses, trains and tramways (329,500 advertising panels)
- No.1 in Europe for billboards (224,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (201,700 advertising panels in 44 cities)
- No.1 worldwide for self-service bicycle hire
- 936,000 advertising panels in 55 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 9,250 employees

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