

JCDecaux Airport wins BAA advertising contracts at Heathrow, Heathrow Express, Aberdeen, Edinburgh, Glasgow airports

Paris, 6 May, 2010 - JCDecaux SA (Euronext Paris: DEC), the No. 2 outdoor advertising company worldwide and the No. 1 worldwide in airport advertising, today announced that it has been awarded the advertising franchise contracts with BAA, the world's leading airport operator for Heathrow, Heathrow Express, Aberdeen, Edinburgh and Glasgow airports. The contracts were awarded following a competitive tender for a potential 8-year term.

This contract cements JCDecaux's leading position in airport advertising which includes 7 of the top 10 airport hubs: London, New York, Paris, Los Angeles, Dallas, Shanghai and Beijing. JCDecaux currently operates advertising concessions in 163 airports worldwide, providing advertisers with a potential audience of 1.1 billion passengers a year.

Jeremy Male, JCDecaux CEO UK & Northern Europe said, "We are delighted to have been awarded these key advertising contracts and look forward to building upon our established partnership with BAA. Our successful bid focused on the expansion of digital and the development of new technology that will further enhance passenger interaction with the advertising."

Hugh Fenn, Commercial Services Director, BAA Heathrow said, "BAA and JCDecaux Airport have had a highly successful partnership for many years and this relationship has seen the development of an extensive media estate across BAA. Our renewed partnership will continue to focus on improving the customer experience through the use of new technology, providing increasingly flexible opportunities for our media partners and further enhancing the digital estate."

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, Q1 2010 revenues: €487.2m
- 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 (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

Contacts

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Out of Home Media

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Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Qatar
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