

Kazakhstan: JCDecaux wins 25 year street furniture contract with the City of Almaty

Out of Home Media

Algeria
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
Romania
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, September 15, 2010 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and number two worldwide announced that its Kazakh joint-venture RTSDecaux has been awarded an exclusive 25-year street furniture contract with the City of Almaty (population: 1.4 million).

The contract covers the installation of 500 bus shelters, 250 free-standing information panels and 250 city-scrolling billboards between now and 2014. These street furniture items will enhance the existing kiosk and bus shelter-based advertising network in the city centre.

More than 50% of the Kazakh outdoor advertising revenues are generated in Almaty today.

Jean-Francois Decaux, co-Chief Executive Officer of JCDecaux, said: *“The Almaty street furniture contract is an important step for our expansion in Central Asia which is part of our emerging market strategy. We are delighted that our joint-venture has been chosen by the City of Almaty, the largest city and the economic heart of Kazakhstan. This contract will significantly strengthen our advertising networks and consolidate our position in Kazakhstan after our successful bid in the capital city, Astana, in 2007.”*

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, H1 2010 revenues: €1,110.6m
- 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 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

Contacts

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investors Relations: Martin Sabbagh
+33 (0) 1 30 79 79 93 – martin.sabbagh@jcdecaux.fr

JCDecaux SA
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,374,926.68 euros - # RCS: 307 570 747 Nanterre - FR 44307570747