

JCDecaux

JCDecaux's 2010 revenues up 22.5% to a record €2,350 million 2010 Organic revenue growth of 9.1%

Out of Home Media

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Paris, 27 January 2011 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today 2010 revenues of €2,350.0 million, an increase of 22.5% compared with 2009 reflecting a good 9.1% organic revenue increase as well as the strong contribution from the recent Wall and Titan acquisitions. Core advertising revenues increased by 9.8% organically.

In the fourth quarter of 2010, revenues increased by 23.1% to €691.3 million compared to the same period last year (8.4% on an organic basis) with a significant amount of late money spent across the board during the quarter.

By activity:

Full Year Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	1,147.0	934.3	22.8	7.3
Transport	777.6	589.6	31.9	15.6
Billboard	425.4	394.9	7.7	3.8
Total Group	2,350.0	1,918.8	22.5	9.1

Q4 Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	346.0	286.9	20.6	4.8
Transport	229.1	161.0	42.3	21.1
Billboard	116.2	113.7	2.2	-0.5
Total Group	691.3	561.6	23.1	8.4

By geographic area:

Full Year Revenues	2010 (€m)	2009 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Europe ⁽²⁾	787.6	650.9	21.0	2.4
France	598.2	563.7	6.1	6.1
Asia-Pacific	420.6	300.9	39.8	29.3
United Kingdom	271.9	183.8	47.9	6.2
North America	187.8	146.2	28.5	21.9
Rest of the world	83.9	73.3	14.5	-9.3
Total Group	2,350.0	1,918.8	22.5	9.1

(1) Excluding acquisitions/divestitures and the impact of foreign exchange

(2) Excluding France and the United Kingdom

Street Furniture revenues for the full year increased by 22.8% to €1,147.0 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 7.3%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of Street Furniture contracts, increased by 8.0% organically. European markets including France and the United Kingdom recorded mid single-digit organic revenue growth in 2010. North America and Asia Pacific recorded strong double-digit organic revenue growth.

In the fourth quarter, revenues increased by 20.6% to €346.0 million (4.8% on an organic basis) compared to the same period last year. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts increased by 5.5% organically.

Transport revenues for the full year increased by 31.9% to €777.6 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 15.6% driven by strong double-digit organic revenue growth recorded principally in France, North America and Asia-Pacific.

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Registered capital of 3,378,304.92 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

In the fourth quarter of 2010, revenues increased by 42.3% to €229.1 million (21.1% on an organic basis). Organic revenue growth remained very strong in the fourth quarter with the return to double-digit growth in the Middle East and a leading contribution from Asia-Pacific despite the closing of the World Exposition in Shanghai in October.

Billboard revenues for the full year increased by 7.7% to €425.4 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 3.8%. The United Kingdom and France recorded a double-digit and mid-single digit organic revenue growth respectively in 2010. Further rationalisation of the advertising inventory occurred in France. Billboard organic revenues in the rest of Europe declined slightly reflecting more challenging markets in Southern Europe.

In the fourth quarter, revenues increased by 2.2% to €116.2 million compared to €113.7 million in the fourth quarter of 2009 (-0.5% on an organic basis).

Commenting on the Group's 2010 revenue performance, Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO, said:

"We are very pleased that JCDecaux once again outperformed the global advertising market with strong organic revenue growth of 9.1% for 2010. Most of our geographies performed well with particularly impressive growth in Asia Pacific and North America while France and the United Kingdom returned to solid organic revenue growth. This strong performance combined with the contribution of the assets timely acquired in Germany, the United Kingdom and Turkey enabled JCDecaux to deliver record revenues of €2,350m.

As usual, we will comment on Q1 current trading when we release our FY 2010 results in March. However we can already say that our early bookings are encouraging for the first quarter of the year.

This positive revenue momentum continues to be supported by the expertise and commitment of our teams, the quality of our well invested advertising assets, the enhancement of our unique portfolio with selective digital deployment, our significant exposure to emerging markets and our strengthened leadership in the outdoor industry."

Next information:

2010 Annual Results: 9 March 2011 (before market)

Key Figures for the Group:

- 2010 revenues: €2,350 m
- 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

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