

JCDecaux wins 15-year Exclusive Outdoor Advertising Franchise in Wiesbaden

Out of Home Media

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Paris, 31st March 2011 - JCDecaux SA (Euronext Paris: DEC), the largest outdoor advertising company in the world, announced today that its Berlin-based German company, Wall AG, signed a 15-year exclusive outdoor advertising contract with the City of Wiesbaden (population 277,000).

This contract, awarded as a first-time tender process in this City, is for the entire outdoor advertising portfolio on public ground with 1,850 advertising panels, including 388 bus shelters, 340 columns, 75 billboards as well as other displays, which since 1951 has been operated by DSM, which was acquired by Ströer in 2004.

WallDecaux's national network covering all cities with more than one million population at the best locations with a 20 million audience reach per week will get stronger.

Jean-François Decaux, Co-CEO of JCDecaux, said: *“The City of Wiesbaden, capital of Hessen, is an important and beautiful city with 277,000 inhabitants, having the same purchasing power as Frankfurt or Stuttgart. We are very pleased to become its exclusive outdoor advertising partner for the next 15 years. We are now expecting more first time tenders this year and next year in German cities, including in Frankfurt, and this contract win further demonstrates our strong ability to grow organically in the largest European media market. It will also contribute towards the ongoing improvement of outdoor advertising in Germany whose share of media spend is low compared to other European markets.”*

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 (427,200 advertising panels)
- No.1 worldwide in transport advertising with 184 airports and more than 300 transport contracts in metros, buses, trains and tramways (369,900 advertising panels)
- No.1 in Europe for billboards (226,700 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,023,900 advertising panels in 56 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

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A public limited corporation with an Executive Board and Supervisory Board

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