

JCDecaux's first quarter 2011 revenues up 9.9% to €535.3 million Organic revenue growth of 7.8%

Out of Home Media

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Greece
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India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
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Norway
Poland
Portugal
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Romania
Russia
Saudi Arabia
Serbia
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Turkey
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United Kingdom
United States
Uruguay
Uzbekistan

Paris, 9 May 2011 – JCDecaux SA (Euronext Paris: DEC), the world's largest outdoor advertising company, announced today its revenues for the three months ended 31 March, 2011. On a reported basis, revenues increased by 9.9% to €535.3 million compared to €487.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange variations, organic revenues increased by 7.8%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, increased by 7.7% organically.

Q1 Revenues	2011 (€m)	2010 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
Street Furniture	261.7	245.3	6.7%	5.0%
Transport	181.3	148.7	21.9%	18.8%
Billboard	92.3	93.2	-1.0%	-2.1%
Total	535.3	487.2	9.9%	7.8%

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

Street Furniture revenues increased by 6.7% to €261.7 million from €245.3 million in the first quarter of 2010. Organic revenues increased by 5.0%. In most markets where the Group operates, the Street Furniture segment has been benefitting from the quality of its advertising portfolio to deliver good organic revenue growth.

France and the United Kingdom reported mid single digit organic revenue growth. Europe, excluding France and the United Kingdom, also reported mid single digit organic revenue growth with Northern and Eastern Europe significantly outperforming Southern European markets. North America recorded a low double digit organic revenue decline mainly reflecting our decision not to extend a low profitability contract in 60 US malls as of January 1st, 2011. Asia Pacific and the Rest of the World reported mid single digit to low double digit organic revenue growth.

Transport revenues rose by 21.9% to €181.3 million from €148.7 million in the first quarter of last year. Excluding the impact of acquisitions and foreign exchange variations, organic revenues increased by 18.8%, reflecting the division's exposure to fast growing economies and digital assets as well as the contribution of recently won contracts.

Impressive double-digit organic revenue increases were recorded in Asia Pacific and in the Rest of the World. The United Kingdom also recorded a strong double digit organic revenue growth. Revenues were flat in France in the first quarter of the year and North America reported a low single digit organic revenue growth on the back of high comparables in Q1 2010. Europe excluding France and the United Kingdom recorded mid single digit organic revenue growth driven by strong performances in Northern European markets.

Billboard revenues decreased by 1.0% to €92.3 million from €93.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange variations, organic revenues were down 2.1%.

The division reported a negative organic revenue growth in the first quarter of the year due to weak and competitive billboard conditions in the largest markets where the Group operates. France and the United Kingdom reported low to mid single digit organic revenue decreases with France impacted by further rationalisation of the billboard inventory. The other European markets had mixed performances leading to flat organic revenues in the first quarter of the year.

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Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Commenting on the first quarter revenues, Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

"We are pleased with the strong organic revenue growth of 7.8% delivered in Q1 2011, which, when combined with the 5.6% organic growth achieved in Q1 2010, takes our revenues beyond their previous peak recorded in 2008. Once again this performance reflects the expertise and commitment of our teams, the quality of our well invested advertising assets - with leading positions in the superior growth segments of street furniture and transport advertising - and our diversified mix of geographies. While our good exposure to fast growing economies remained a key growth driver for the Group in Q1 2011, most of our developed markets also reported solid performances for the quarter.

Despite some local weaknesses, the trends for the advertising market remain positive for the year, and given a demanding double digit comparable in Q2 2010, we currently anticipate an organic revenue growth of around 4% for the Group in Q2 2011.

In an increasingly fragmented media environment outdoor advertising remains a competitive and innovative medium for advertisers and JCDecaux will continue to strengthen its high quality outdoor portfolio around the world to sustainably outperform the media market."

Next information:

Annual Shareholders Meeting: 11 May 2011
Q2 2011 revenues & half year 2011 results: 29 July 2011 (before market)

Key Figures for the Group:

- 2010 revenues: €2,350 m; Q1 2011 revenues: €535,3 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 287 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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