

## JCDecaux launches its operations in Oman through a 20-year street furniture contract with Muscat Municipality

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**Paris, February 21, 2012** – JCDecaux SA (Euronext Paris DEC), the No.1 outdoor advertising company in the world, announced today that its subsidiary JCDecaux Middle East has signed a 20-year exclusive street furniture contract with Muscat Municipality to provide the City of Muscat, the capital of the Sultanate of Oman, with a wide range of world-class advertising street furniture.

This contract covers the installation, maintenance, and upkeep of a full range of advertising street furniture including bus shelters, street name poles, benches and litter bins (from the Arum furniture line, specially created for this contract) along with city information panels and automatic public toilets (disabled friendly) designed by the internationally renowned French designer Patrick Jouin, representing a total of 640 advertising panels.

Custom-designed to integrate into the local architectural style, the street furniture will contribute to the beautification of the city while offering services, comfort and convenience to its inhabitants and visitors. A permanent network of advertising sites will be reserved exclusively for the Municipality to enhance communication with the public through community information, government announcements and city maps, providing information to motorists, pedestrians, local residents and tourists.

Home to over 700,000 inhabitants, Muscat is known for its striking natural beauty and architecture. The capital's main port is a trading hub between the Persian Gulf, the Indian subcontinent and the Far East given its strategic location overlooking the Gulf of Oman with a coastline stretching 200km. The city is also a popular holiday destination offering a wide range of experiences including natural beauty, water sports and a rich cultural and artistic heritage.

Commenting on the contract, **H.E. Sultan Bin Hamdoon Al Harthi, the Mayor of Muscat**, said: *“Muscat has experienced rapid infrastructural development that has led to the growth of a vibrant economy and witnessed high growth in population and a boom in tourism. To cope with this development, one of our major tasks is to enhance the city services with world-class facilities through a long-term plan. We are delighted to work with JCDecaux to put in place a premium quality street furniture programme combining functionality, sustainability and high aesthetic values.”*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,382,240.96 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *“This is one step forward in our Middle East strategy that has been based so far exclusively on organic growth. With JCDecaux’s presence established in the Sultanate of Oman, our leading position in the region is reinforced four years after we launched our Middle East operation with the Street Furniture programme in Doha, followed by the concession agreement with Dubai International Airport, and only two years after our expansion to the Kingdom of Saudi Arabia. At the same time, this contract strengthens the Group’s street furniture portfolio with a unique, attractive and burgeoning city. We believe that our track record of enhancing the world’s leading cities with innovative outdoor advertising solutions will ensure the success of this contract. We are honoured to partner with Muscat Municipality, and we look forward to further opportunities in the Sultanate and the wider Middle East region where we see vast potential.”*

#### **Key Figures for the Group:**

- 2011 revenues: €2,463m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Dow Jones Sustainability indexes
- No.1 worldwide in street furniture (427,200 advertising panels)
- No.1 worldwide in transport advertising with 184 airports and nearly 300 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 more than 50 countries
- Present in 3,600 cities with more than 10,000 inhabitants
- 9,940 employees

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