

JCDecaux's self-service bicycles have travelled 500 million kilometres in France since 2005

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Paris, January 3, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and No.1 in self-service bicycle hire schemes, announces that its self-service bicycles in France have passed the milestone of 500 million kilometres travelled since the first scheme was launched in 2005.

This distance covered by bicycles across 52 cities in France reflects the growing enthusiasm of the French public and tourists for this eco-friendly means of public transport. The average rate of growth in the number of subscribers (about +20% between December 31, 2011 and December 31, 2012) underlines this trend. Seven years after the first schemes were launched in France, about 335,000 subscribers use the 33,900 JCDecaux bicycles distributed across 2,772 cycle racks in Paris, Lyon, Marseille, Nantes, Nancy, Mulhouse, Besançon, Toulouse, Rouen...

Providing a real complement to public transport, self-service bicycle schemes have been shown to improve the quality of city life, in line with current objectives for sustainable development. The success of JCDecaux's bike scheme is based upon the early decision to generalise this service and to facilitate its access: carefully tailored pricing strategy, payment by credit cards, link up with other public transport cards, online payment and instructions in foreign languages on the terminals. This success is also the result of delivering city-wide networks, high quality maintenance and an effective system to regulate the distribution of bikes. Since 2005 new services have been introduced such as those developed by JCDecaux and the Paris Municipality (*Vélib' Express card*, with special offers for young people, *Vélib' Passion*, etc.) or with the Greater Lyon authorities (the "*Lyon City Card*": a card for tourists offering 31 services including access to the *Vélo'v* bicycle hire scheme) and with Marseille Provence Métropole ("*Le vélo*" coupled with the offer of transport on the Transpass card).

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: "*JCDecaux's bicycles have now surpassed the milestone figure of 500 million kilometres travelled in France, underlining the success of this eco-friendly scheme and its popularity with the public. By creating a unique form of transport that complements all existing public transport networks, JCDecaux is meeting the needs of local communities with a sustainable solution, through a virtuous business model that protects their budgets, by providing a public service funded by advertising. This symbolic figure of 500 million kilometres also reflects the outstanding quality of the service provided by JCDecaux's teams, delivering the highest levels of operations and maintenance. This record-breaking achievement inspires us with even greater energy and creativity in our drive to design the next generation of self-service bicycle hire schemes that will revolutionise, once again, the concept of sustainable mobility.*"

Key figures for the Group

- 2011 revenue: €2,463.0m; Revenue for the first nine months of 2012: €1,876.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

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