

Slovenia:

JCDecaux wins the 15 year contract for self-service bicycles in Ljubljana

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Paris, 11 April 2011 - JCDecaux, the world's largest outdoor advertising company, announced today that its Slovenian joint-venture company with Ankunder (Graz), Europlakat, has now signed the 15 year contract with Ljubljana, the capital city of Slovenia (300 000 inhabitants) for the provision and operation of a self-service bike program with 300 bicycles. This contract also includes 400 billboard and back-lit scrolling panels.

Jean-Francois Decaux, Co-CEO of JCDecaux, said: "Ljubljana becomes the first city in Eastern and Central Europe to provide free bicycles to residents and tourists paid by outdoor advertising. With 67 Cities in the world and 45,500 bikes in operation with more than 171 million rentals since their launch, JCDecaux continues to expand its successful product-innovation around the world which benefits public transport and the environment at no cost to the taxpayer. This contract will also strengthen our market leadership in outdoor advertising in this part of Europe."

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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