

JCDecaux

JCDecaux: 200 million self-service bicycle rentals worldwide

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Paris, September 29, 2011 - JCDecaux SA (Euronext Paris: DEC), the world's No.1 outdoor advertising company and No.1 in self-service bicycle hire, announces that it has achieved a total of 200 million self-service bicycle rentals since the launch of its bicycle hire schemes in cities worldwide.

After eight years' international experience, the 47,000 bicycles provided by JCDecaux for self-service rental and their 3,800 docking stations have been selected by 67 cities in 10 different countries in Europe, and Asia-Pacific. JCDecaux pioneered this form of individual public transport, installing its first bicycles in Vienna (Austria) in 2003. Since then, the group's self-service bicycle rental schemes, which are in most cases part of the street furniture provided to cities that grant JCDecaux advertising rights, have been updated in line with users' expectations (e.g. bicycles with stronger baskets, 3- or 7-speed gears, more comfortable saddles, etc.) and have now achieved this record-breaking number of rentals. Since 2010, all users around the world have been able to access the *AllBikesnow* service, a free application that can be downloaded to iPhone and Android devices, providing subscribers with access to a wealth of information about the availability of bicycles, the location of docking stations, and updated account details.

These 200 million rentals reflect the growing enthusiasm of city-dwellers for this eco-friendly means of transport, a trend confirmed by the average rental growth rate between the 1st half of 2010 and the 1st half of 2011: + 20% (adjusted to account for the increase in the number of cities using these schemes). Self-service bicycle rental solutions not only complement existing public transport systems but also helps protect the environment by saving for instance an estimated 31,554 tons of CO₂ for 2010.

The success of JCDecaux's self-service bicycle hire schemes is based upon a number of principles designed to make the service simple to use and accessible to all: a carefully tailored pricing strategy, payment by bank cards, link-up with season tickets issued by the host cities, easy access to subscriptions (via the Internet) and the close proximity of docking stations.

Building upon this success, JCDecaux aims to meet the needs of local communities and their residents with continual innovations. The new features submitted for Vélib' in Paris have led to a substantial increase in the number of users and their uptake of the scheme, reaching a total of 200,000 long-term subscribers and 120,000 daily rentals in recent weeks.

Jean-Charles Decaux, co-CEO of JCDecaux, said: "With a total of 200 million individual rentals, the self-service bicycle rental schemes continue to meet the expectations of 67 cities and their residents. This figure reflects the outstanding quality of the service provided by JCDecaux's teams around the world, delivering the highest levels of operations and maintenance. JCDecaux will continue to lead the way in the field of sustainable mobility, building upon today's record-breaking figures to create the self-service bicycle rental schemes of the future."

JCDecaux SA

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www.jodecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,378,627.92 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group:

- 2010 revenues: €2,350 m; H1 2011: €1,170 m
- 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 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

Contacts

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Cyclocity cities in France**54 cities****Cyclocity cities outside France****13 cities – 9 different countries**

| | Name of the scheme | | Name of the scheme |
|----------------------------|--------------------|--------------------------|--------------------|
| Lyon (May 05) | Vélo'v | Vienna (2003) | City Bike |
| Paris (July 07) | Vélib' | Gijon (2003) | Gijon-Bici |
| Paris suburbs (March 2009) | Vélib' | Cordoba (2003) | Cyclocity |
| Besançon (September 07) | Vélocité | Brussels (March 2009) | Villo |
| Mulhouse (September 07) | Vélocité | Seville (July 07) | Sevici |
| Marseille (October 07) | Le vélo | Luxembourg (March 08) | Vel'OH! |
| Toulouse (November 07) | Vélô Toulouse | Santander (September 08) | Tusbic |
| Rouen (December 07) | Cyclic' | Dublin (September 09) | Dublinbikes |
| Amiens (February 08) | Vélam | Toyama (March 2010) | Cyclocity Toyama |
| Nantes (May 08) | Bicloo | Valence (June 2010) | Valenbisi |
| Nancy (September 08) | Velostan | Gothenburg (August 2010) | Styr & Ställ |
| Cergy (March 09) | Vélo2 | Brisbane (October 2010) | CityCycle |
| Plaine Commune (June 2009) | Velcom | Ljubljana (May 2011) | Bicikelj |
| Créteil (April 2010) | Cristolib' | | |

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