

JCDecaux awarded the advertising contract for Changi Airport Singapore

Out of Home Media

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Paris, October 26, 2010 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and number two worldwide announced today that it has been awarded the advertising contract for Changi Airport Singapore. The 7-year contract follows a competitive tender and will run from January 1, 2011.

Changi Airport is the seventh busiest international airport for international travellers, with 37.2 million passengers in 2009 and 30,8 million passenger movements from January to September 2010 and has won more awards than any other airport with 2010 awards including:

- World's Best Airport 2010, *Skytrax*
- Best Airport, *Business Traveller*
- Best Airport in The World, *Ultratravel Magazine*
- Asia's Best Airport, *Asiamoney*

JCDecaux will create all-new "landmark" advertising sites in the Departure Halls of Terminals 1, 2 & 3 and introduce a larger 70-inch LCD digital screen network with an increased footprint at more than 70 sites. In 2012, this new digital experience concept will be further enhanced by 6 large format LED digital screens in each of the 3 main terminals' arrival plazas, plus totem backlights at motor vehicle drop off points.

Singapore is in the midst of a metamorphosis from a city renowned for its efficiency to a financial, entertainment, leisure and cultural World City. The gateway to this experience is definitely Changi Airport and JCDecaux will be there in 2011 to help clients' better target the affluent airport traveler amongst all this excitement.

Ms Lim Peck Hoon, Executive Vice President (Commercial) of Changi Airport Group said: "At Changi Airport, we continually innovate and refresh the media inventory to ensure that advertisers have the latest products which meet their needs. The appointment of JCDecaux is a key milestone and we look forward to a successful partnership to achieve the best results for our advertisers."

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux said: "We are delighted that Changi Airport Singapore, the most important airport gateway and a major international hub in South East Asia, has chosen JCDecaux. We will redevelop the advertising to provide our clients with high impact and iconic sites and to enhance the travellers advertising experience. This contract underlines the professionalism, expertise and continuous innovation shown by JCDecaux's regional teams and strengthens our airport advertising network in Asia that includes Hong Kong, Shanghai, Beijing, Bangalore, Bangkok and Macau. It reinforces JCDecaux as the N°1 worldwide in airport advertising."

JCDecaux SA

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www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,374,926.68 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group:

- 2009 revenues: €1,918.8 m, H1 2010 revenues: €1,110.6m
- 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 (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

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