

# JCDecaux

## JAPAN:

### MCDecaux wins the street furniture contract for Kyoto

**Paris, November 17, 2009** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announces that MCDecaux (a joint venture between JCDecaux SA and Mitsubishi Corporation, in which JCDecaux owns a 60% interest) was recently awarded, following a competitive tender process, the contract to provide street furniture for the city of Kyoto (population: 1.5 million) for a period of 20 years.

This new advertising street furniture contract covers the installation, maintenance and marketing of 400 advertising bus shelters in Kyoto.

Kyoto is Japan's 7<sup>th</sup> largest city with a population of 1.5 million and forms the heart of the Kansai region, with the cities of Osaka and Kobe, both having already contracted with JCDecaux for advertising bus shelters.

One of the earliest capital cities of Japan, Kyoto's has a rich historical past with many sites on UNESCO's World Heritage list. Its traditional industries specializing in the decorative arts, sit alongside the modern, in particular a large number of high-tech businesses.

Today, Kyoto is one of the principal tourist destinations in Japan boasting more than 50 million visitors in 2008.

MCDecaux is now present in 19 of the 20 largest Japanese cities.

**Jean-Charles Decaux, co-CEO of JCDecaux**, made the following statement: *"The confidence expressed by Kyoto, the 7<sup>th</sup> largest city in Japan, enables MCDecaux to further consolidate its position in Japan. What is more, Kyoto, the historic capital of Japan, has adopted particularly strict advertising regulations that led, two years ago, to drastic restrictions on all outdoor advertising. The choice of JCDecaux by a city that enjoys a highly symbolic status for the entire Japanese population endorses our quality first approach. As a result, MCDecaux today becomes the only street furniture company capable of offering advertisers and their agencies wide-ranging advertising coverage both in towns and cities and in shopping centres. The No.1 company for advertising bus shelters in Japan, our Japanese subsidiary enjoys a key position of even greater strategic importance considering that Japan is the world's 2<sup>nd</sup> largest advertising market with almost €49bn invested in 2008, 9.3% of which is in outdoor advertising. This strong growth in the Japanese market further strengthens JCDecaux's position as the leading player in the street furniture industry."*

#### JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m; revenues for the 9 months of 2009: €1,356.1m
- 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 (378,000 advertising panels)
- No.1 worldwide in transport advertising with 165 airports and more than 300 transport contracts in metros, buses, trains and tramways (329,500 advertising panels)
- No.1 in Europe for billboards (224,500 advertising panels)
- No.1 in outdoor advertising in China (201,700 advertising panels in 44 cities)
- No.1 worldwide for self-service bicycle hire
- 936,000 advertising panels in 55 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 9,250 employees

#### Contacts

**Corporate Communications:** Agathe Albertini  
33-1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)  
**Investor Relations:** Martin Sabbagh  
33-1 30 79 79 93 – [martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)

#### JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

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