

JCDecaux

JAPAN:

JCDecaux wins the contract to provide a self-service bicycle hire scheme in Toyama

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 in this industry, announces that Cyclocity (a wholly-owned subsidiary of JCDecaux) was recently awarded the contract to provide a self-service bicycle hire scheme to the city of Toyama (population: 400,000) for a period of 20 years. Toyama consequently becomes the first Japanese city to adopt this new type of individual public transport. This innovative project is subsidized by the city and by the Japanese Ministry of the Environment.

This new contract covers the installation, starting on March 20, 2010, of 15 self-service bicycle docking stations equipped with 150 bicycles and 30 2m² MUPI® city information panels in the centre of Toyama. The agreement with Toyama becomes the second self-service bicycle hire contract to be signed outside of Europe, after Brisbane (Australia).

After launching the self-service bicycle hire concept in Vienna (Austria) in 2003 followed by Cordoba and Gijon in Spain, and having successfully developed it in France with Vélo'v in Lyons in 2005, JCDecaux has provided a growing number of towns and cities with its innovative service: Seville and Santander (Spain), Brussels (Belgium), Dublin (Ireland), Paris (and 30 municipalities in the Paris suburbs), Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens, Luxembourg, Nantes and Nancy in addition to two inter-municipal structures (La Plaine and Cergy-Pontoise) representing a total of 105 million individual rentals in 65 towns and cities.

The world leader in self-service bicycle hire, JCDecaux allows users to take out a subscription for one week or one year, thanks to an easily accessible electronic payment system that considerably simplifies the rental process for users.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *"This new contract enables JCDecaux, working through its Cyclocity subsidiary, to install its self-service bicycle hire scheme in Japan for the very first time and, simultaneously, to reinforce its commitment to quality, innovation and sustainable development in the area of Street Furniture. The introduction of a self-service bicycle hire scheme in Toyama demonstrates that this concept, designed and developed by JCDecaux, is a factor increasingly included by the city authorities in their consideration of new urban transport policies. This new contract also reinforces our position as No.1 worldwide for self-service bicycle hire and our leading position in the Japanese market."*

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

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