

JCDecaux enters fast growing Azerbaijan market with Advertising columns in Baku

Out of Home Media

Algeria
Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 21 May 2012 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has installed its first advertising columns with integrated phone/internet in Baku, just in time for the 2012 Eurovision (the most popular music show in the world) starting tomorrow in Azerbaijan's capital.

Azerbaijan is one of the fastest growing economies in the world and Baku, with 5 million people on the Caspian sea, is booming. The beautiful City of Baku with its Old Town which dates back to the sixth century is also well known for its architecture. A lot of new buildings including the Zaha Hadid-designed Heydar Aliyev Cultural Centre are under construction. The columns designed by the French architect Jean-Michel Wilmotte are blending very well into the European-style architecture of this Oriental city.

Jean-François Decaux, Co-Chief Executive Officer of JCDecaux, said: *“When I first visited Baku a few years ago I realised the tremendous potential of this amazing city. It is a great honour for JCDecaux to have been selected as a long term street furniture partner for Baku and the timely installation (6 weeks after contract signing) of the first advertising columns just before the start of the 2012 Eurovision song contest is the best proof of our strong commitment to make Baku our showcase city for the Caucasus region. We are also supporting the 2012 Eurovision with a poster campaign at the best locations in 26 European Capital Cities such as Paris, London, Berlin, Madrid, Prague, Oslo ...”*

Key Figures for the Group:

- 2011 revenues: €2,463m; Q1 2012 revenues: €569.0m
- 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 (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr

Investor Relations: Nicolas Buron
+33 (0) 1 30 79 79 93 – nicolas.buron@jcdecaux.fr