

JCDecaux's self-service bicycle rentals exceeded 280 million in France at 31 December 2013

Communication Extérieure

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Paris, 11 February 2014 - JCDecaux SA (Euronext Paris: DEC), the world leader in outdoor communication and self-service bicycles, announces record annual rentals in self-service bicycles in France.

Not only did it surpass the 280 million rentals threshold seen in 2005, when Vélov' was opened in Lyon, the figures show that three of JCDecaux's self-service bicycles are rented every two seconds in France.

With 33,908 bicycles divided between 2,772 docking stations in 52 cities (including Paris, Marseille, Lyon, Toulouse, Nantes, Besançon and Nancy), JCDecaux's self-service bicycle systems totalled more than 50 million journeys in 2013, representing an increase of 3.5% compared to 2012.

Certain cities saw a record number of rentals during the year. Vélib' in Paris saw an increase from 25 million (in 2010) to 35 million rentals at 31 December 2013.

The sharpest increases were recorded in Rouen, which saw its rental rate jump by 36% due to a change in transport use linked to temporary difficulties in accessing the city centre, and Marseille, the 2013 European Capital of Culture, where the rental rate increased by 30%.

Having become an effective addition to public transport systems, self-service bicycles have also become a means of improving the quality of city living, highly relevant in today's environmentally-conscious environment. JCDecaux's success in self-service bicycles can be traced to the group's desire from the very outset to make the service available everywhere and to facilitate its use: adapted pricing levels, the ability to pay by bank card along with the use of travel cards, easy subscription (via internet), foreign language instructions at docking stations. It can also be attributed to its comprehensive city networks, reliable equipment, high quality maintenance, and the management of its client relations.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"We are very proud of these figures and of the success of our self-service bicycles in France. With a 7% increase in long-term subscribers to 358,000, our self-service bicycle systems continue to go from strength to strength, underlining the steady trend for this user-friendly and ecological means of transport. Today, in urban areas such as Paris or Lyon, our bicycles are rented on average five times a day. These figures reflect the quality of the service provided by JCDecaux's teams on a daily basis, overseeing the maintenance, optimising the flow of bikes across cities and our high-quality client service. Through this unique means of transport that complements all of the other forms of travel and can be financed through advertising, JCDecaux is providing a sustainable response to local authorities in the context of their need for a virtuous business model that meets their budget requirements.*

This result underlines our position as world leader in self-service bicycles and will inspire JCDecaux's continued innovation and creativity as we develop the next generation of self-service bicycles, revolutionising sustainable transport once again."

Key Figures for the Group

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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