

JCDecaux pledges \$50,000 and promotes The One Fund Boston

Out of Home Media

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Paris, April 24, 2013 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced that JCDecaux North America has pledged \$50,000 to The One Fund Boston, a central Fund announced by Massachusetts Governor Deal L. Patrick and Boston Mayor Thomas M. Menino, to support families of those impacted by last week's tragic events during the Boston Marathon.

Additionally, JCDecaux will partner with Hill Holliday to provide an 8 week Out-Of-Home campaign using both Boston and Chicago Street Furniture as well as in major U.S Airports from New York to Los Angeles.

Mike Sheehan, CEO of Hill Holliday, said: *"Hill Holliday is proud to partner with JCDecaux in this important effort to raise money for One Fund Boston, which will go directly to those people most affected by the events of April 15. JCDecaux has always been generous in donating media that is both visible and highly effective on behalf of the people of Boston and Massachusetts"*.

Jean-Francois Decaux, Co-CEO of JCDecaux said: *"We have been a partner of the City of Boston for almost 10 years and, on behalf of all our employees, we hope our donation will help the victims and families of these tragic events"*.

Mayor Thomas M. Menino and Governor Deal L. Patrick announced yesterday at a press conference that donations to the One Fund, which were pouring in from Boston and around the world, had reached \$20 million.

"Boston is strong and made stronger by the outpouring of support" said Mayor Merino.

"I want to express my gratitude to the individuals, businesses and organizations across Massachusetts – and throughout the world – that have given generously the One Fund. This overwhelming support has meant so much to all who are in the process of healing from the events of last week", said Governor Patrick.

About JCDecaux

JCDecaux is the largest outdoor advertising company in the world and the market leader in Europe and Asia-Pacific. JCDecaux is listed on Euronext Paris and is part of the Euronext 100 index. JCDecaux, which first invented the concept of street furniture in 1964, is currently the only world-class player exclusively focused on outdoor advertising, pursuing a comprehensive range of activities in the areas of street furniture, transport advertising and billboard. Employing a total of 10,484 people, the Group has operations in 55 countries around the world (1,002,800 advertising panels), and is present in 3,700 cities of more than 10,000 inhabitants.

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,386,792.80 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2012 revenues: €2,623m
- 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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