

## Parisian Vélib' achieves over 200 million rentals

### Out of Home Media

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

**Paris, 7 April 2014** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and number one in self-service bicycle hire schemes, has announced that Vélib' has achieved over 200 million bike rentals.

Less than 7 years after its launch on 15 July 2007, the world's largest self-service bicycle scheme system Vélib' has proven to be an exceptional and highly popular form of public transport.

The numbers say it all:

- A total of 23,600 bicycles available at 1,751 terminals in Paris and in 30 surrounding districts.
- Between 100,000 and 150,000 rentals every day.
- 267,000 long-term subscriptions (1 year).
- 35 million rentals in 2013 (up 20% on 2012).
- Each bike is hired on average more than five times a day.

March 2014 was a record month that saw over 200 million rentals and achieved a 48% increase in comparison to March 2013. The system's popularity is due to the mild weather and, to a lesser extent, the free service offered during the pollution peak in Paris and its inner suburbs. These figures reflect the public's growing interest in this eco-friendly method of transport and demonstrate the scheme's added value in combating pollution.

Providing a real complement to public transport, self-service bicycle schemes have helped to improve the quality of city life and optimise public transport, meeting current environmental concerns. JCDecaux's self-service bicycle hire system owes its success to the will from the outset to make it user friendly and available to everyone: adapted pricing, payment by credit cards, incorporation into general public transport subscription cards, online subscription and instructions in multiple foreign languages at terminals. Its success also stems from the system's comprehensive city coverage, reliability, maintenance, regulation and customer service.

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux,** said: *"We are very proud of the success of our self-service bicycle schemes in France and of Vélib' in particular, which this weekend has passed the threshold of over 200 million rentals. This confirms the popularity of this user-friendly and eco-friendly method of travel and reflects the quality of service offered by JCDecaux's teams, who oversees the rigorous maintenance and optimised regulation of each system every day. By creating a unique form of transport that complements all existing public transport networks, JCDecaux is meeting the needs of local communities with a sustainable solution, through a virtuous business model that protects their budgets, by providing a public service funded by advertising."*



JCDecaux SA

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

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

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

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## 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 (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 290 contracts in metros, buses, trains and tramways (377,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,402 employees

## Contacts

**Communications Department:** Agathe Albertini  
+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)  
**Investor Relations:** Nicolas Buron  
+33 (0) 1 30 79 79 93 – [nicolas.buron@jcdecaux.fr](mailto:nicolas.buron@jcdecaux.fr)