

q.media Decaux awarded advertising contract for the prestigious Villaggio mall in Qatar

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Paris, 6 July 2009 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, announces today that q.media Decaux (a joint venture between q.media and JCDecaux) has been awarded a 10-year contract for Villaggio mall, the most prestigious and highly frequented mall in Doha, the capital of Qatar.

Boasting a floor area of 153,000 sqm with over 3,500 parking spaces, Villaggio houses a collection of international high-end brands and is expected to receive around 14 million footfall in 2009. Resembling an Italian hill town, this heavily themed mall features a 150-meter long indoor canal with gondolas. Other facilities include a cinema, an Olympic-sized ice rink and an upcoming family entertainment centre.

Jean-Charles Decaux, co-CEO of JCDecaux, said: "We are very proud to be awarded this key contract by Business Trading Company. Our business in the Middle East has been posing impressive performance. This new concession in Qatar represents an additional strategic communication solution for our clients in the region, just as what JCDecaux is offering over 1,000 malls worldwide."

Abdul Aziz Bin M. Al-Rabban, Chairman and CEO of Business Trading Company, owner of the mall, said: "Villaggio is the most popular shopping and leisure destination in town. I am confident that with the expertise of q.media Decaux, the shopping ambience will be further uplifted, offering enhanced experience to customers while bringing better return to tenants."

JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m ; Q1 Revenues : €424.6m
- 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 the Asia-Pacific region (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 more than 3,400 cities with more than 10,000 inhabitants
- 9,400 employees

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A public limited corporation with an Executive Board and Supervisory Board

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