

JCDecaux

JCDecaux-Vélib' wins the Financial Times/Citi "Ingenuity Award" (Infrastructure category) in New York

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Paris, December 10, 2012 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and No.1 in self-service bicycle hire schemes, announced that Vélib' was named winner of the "Ingenuity Award" (infrastructure category) at an awards ceremony held on December 5 in New York. Organised by the Financial Times and Citi, this international prize is part of the "Urban ideas in Action" programme and celebrates companies, teams and organisations that have developed innovative solutions for the challenges facing cities and their inhabitants. The award was presented to Jean-François Decaux for Vélib' in recognition of the creativity and innovation that have consistently inspired JCDecaux and its employees since the company was founded. The award recognises the success of an innovative product that has revolutionised public transport. Developed in line with JCDecaux's business model, Vélib' meets the needs of cities and their inhabitants by providing an eco-friendly means of travel, at no additional cost to taxpayers.

Jean-François Decaux, co-CEO of JCDecaux, said: "JCDecaux is extremely proud to have won the Financial Times/Citi "Ingenuity Award" in the Infrastructure category. The prize awarded for Vélib' is a tribute to the pioneering spirit of JCDecaux that first launched the self-service bicycle rental system in Vienna (Austria) in 2003. Since then, 66 cities around the world have successfully launched the self-service bicycle scheme. I would like to dedicate this prize to the Mayors of Vienna, Lyon and Paris who were the first to trust JCDecaux for implementing a mass bike-sharing system at no cost for the taxpayers. With almost 24,000 bicycles and 155 million rentals since 2007, Paris is by far the largest bike-sharing scheme worldwide and sets the standard for this JCDecaux innovation. With an annual reduction of CO₂ emissions equal to 14,600 metric tons*, or the equivalent of 15 round-trip flights between Paris and New York in an Airbus A380, Vélib' is also an environmental success. With the world's urban population set to increase from 3 to 5 billion people over the next 20 years, JCDecaux will play an increasingly important role in developing innovative solutions that help make cities more environmentally-friendly, aesthetically-pleasing places for people to live".

* ADEME estimations: with an average of 9.5 kilometers covered per day and per bicycle and assuming that private cars driven in an urban environment generate an average of 200g of CO₂ equivalent per kilometer covered.

Key Figures for the Group:

- 2011 revenue: €2,463.0m; Revenue for the first nine months of 2012: €1,876.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- 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

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,382,727.35 euros - # RCS: 307 570 747 Nanterre - FR 44307570747