

## JCDecaux SA to Expand Advertising Operations in the Nanjing Metro

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
India  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Saudi Arabia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, December 16, JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, recently announced that Nanjing MetroJCDecaux Advertising Co., Ltd.<sup>1</sup>, and Nanjing Metro Company Limited, has expanded its advertising operations beyond the first phase of Nanjing Metro's Line 1, and now operates also on Line 2 and the recently completed Line 1 extension that commenced operations in May 2010. JCDecaux now owns a total of 3,335 Lightboxes at Nanjing Metro stations. This exclusive media contract will last through 2023 and marks a further deepening of cooperation between JCDecaux and Nanjing Metro Company Limited.

JCDecaux launched its advertising service at Nanjing Metro when the first phase of Line 1 was inaugurated in 2005, with advertising displays in 16 stations that have a daily passenger flow of 350,000. With the inauguration of Line 2, and the extension of Line 1 in May 2010, JCDecaux's metro advertising displays now cover two lines, serving a total of 57 stations, with a daily passenger flow of 700,000. The expansion into this increased number of Nanjing Metro stations will bring JCDecaux more opportunities for marketing their advertising services and marks the beginning of a networked subway system in Nanjing that will meet the highest international standards. Nanjing, with a population of about 7,710,000, is the second largest city in eastern China, after Shanghai.

**Mr. Zhu Ziqiang, chairman of the board at Nanjing Metro** said: "Nanjing Metro has been looking for partners with financial strength, high integrity, and a willingness to cooperate. We have maintained a successful and pleasant relationship with JCDecaux for five years. After the opening of the new metro lines, we will continue to expand our partnership with JCDecaux, reflecting our confidence in the company's expertise and ability in the metro advertising business, as well as our optimism about the future of our collaboration."

Jean-Charles Decaux, Chairman of the Executive Board and co-Chief Executive Officer of JCDecaux, said that "JCDecaux is honored to establish deeper ties with Nanjing Metro by operating the advertising media resources throughout Line 2 and the Line 1 extension. We believe that this partnership not only signals that JCDecaux's professional operating ability has once again received recognition by metro operators in China and around the world, but also will consolidate JCDecaux's leadership in China's metro media sector."

<sup>1</sup> a joint venture between JCDecaux's fully-owned subsidiary, JCDecaux Advertising (Shanghai) Co., Ltd.

**Key Figures for the Group:**

- 2009 revenues: €1,918.8 m, , 9 first month 2010 revenues: €1,658.7m
- 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 (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

**Contacts****Communications Department:** Agathe Albertini+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)**Investors Relations:** Martin Sabbagh+33 (0) 1 30 79 79 93 – [martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)