

Quarterly trading update

Out of Home Media

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

- First quarter reported revenues down 0.6% to €565.7m
- First quarter organic revenues down 2.5%
- Organic revenues expected to be around flat year-on-year in Q2

Paris, 6 May 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today its revenues for the three months ended 31 March, 2013.

On a reported basis, revenues for the first quarter declined by 0.6% to €565.7 million compared to €569.0 million in 2012. Organic revenues decreased 2.5% broadly in line with our expectations and reflecting a further deterioration in the economic environment in Europe and some softening in the rate of growth in China. Slight growth in Transport partially offset the decline in Street Furniture and Billboard. Core advertising revenues, excluding revenues related to the sale, rental and maintenance, decreased by 2.2% organically in the first quarter of 2013.

Q1 revenues	2013 (€m)	2012 (€m)	Reported growth	Organic growth ^(a)
Street Furniture	255.7	265.5	-3.7%	-3.5%
Transport	206.9	203.5	+1.7%	+1.5%
Billboard	103.1	100.0	+3.1%	-7.6%
Total	565.7	569.0	-0.6%	-2.5%

a. Excluding acquisitions/divestitures and the impact of foreign exchange

Street Furniture

First quarter revenues declined by 3.7% to €255.7 million (-3.5% on an organic basis), reflecting a deterioration in France and in the Rest of Europe.

In our main Street Furniture markets outside of Europe, North America was slightly down while the Rest of the World delivered strong growth.

First quarter core organic advertising revenues, excluding revenues related to the sale, rental and maintenance, were down -3.8% compared to the first quarter of 2012.

Transport

Transport revenues increased 1.7% to €206.9 million (+1.5% on an organic basis) during the first quarter. The UK was slightly up and France delivered strong growth, reflecting the success of our new digital offer with Aéroports de Paris. Revenues in the Rest of Europe were down due to the loss of some contracts and to the tough macroeconomic environment. Asia-Pacific revenues were up, with some softening in revenues from China during the first quarter. North America and the Rest of the World revenues showed a strong increase.

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

Billboard

Revenues during the first quarter increased by 3.1% to €103.1 million (-7.6% on an organic basis). The difference between reported and organic growth is largely due to the impact of the acquisition of 25% of Russ Outdoor which has been accounted for from February onwards. With our Billboard activities being mainly concentrated in Europe, this segment remained very difficult in most markets.

Commenting on the first quarter revenues, **Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, said:

“Our Q1 revenues reflect the caution we expressed early March in the light of the continued deterioration of the economic environment in Europe, which particularly affected our Billboard and Street Furniture segments. Whilst our Transport business was impacted by some contract losses in Europe, the segment saw solid underlying growth despite tougher comparables and a softening in the rate of growth in China.

While visibility remains low and no particular change is anticipated in our European markets, we currently expect organic revenues to be around flat year-on-year in Q2, following positive organic growth in April.

Looking forward, we remain convinced that out-of-home retains its strength and attractiveness in an increasingly fragmented media landscape. With our accelerating exposure to fast growing markets, our growing digital portfolio, our ability to win profitable new contracts and the high quality of our teams across the world, we believe we are well positioned to outperform the advertising market and increase our leadership position in the outdoor advertising industry. The strength of our balance sheet is a key competitive advantage that will allow us to pursue further external growth opportunities as they arise.”

Next information:

Annual Shareholders Meeting: 15 May 2013
Q2 2013 revenues & half year 2013 results: 29 July 2013 (before market)

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

Forward looking statements

This news release may contain some forward-looking statements. These statements are not undertakings as to the future performance of the Company. Although the Company considers that such statements are based on reasonable expectations and assumptions on the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual performance to differ from those indicated or implied in such statements.

These risks and uncertainties include without limitation the risk factors that are described in the annual report registered in France with the French Autorité des Marchés Financiers. Investors and holders of shares of the Company may obtain copy of such annual report by contacting the Autorité des Marchés Financiers on its website www.amf-france.org/ or directly on the Company website www.jcdecaux.com.

The Company does not have the obligation and undertakes no obligation to update or revise any of the forward-looking statements.

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