

JCDecaux

showcasing the world

H1 2010 RESULTS

July 30th 2010




SHANGHAI AIRPORT 32m² LED screen, China



BUSINESS OVERVIEW



H1 2010 RESULTS

	<u>H1 2010</u>	<u>H1 2009</u>	<u>Change</u>
	(€m)	(€m)	
● Revenues	1,110.6	925.4	20.0%
● Operating margin ⁽¹⁾	246.6	166.4	48.2%
● EBIT ⁽²⁾	113.7	49.5	129.7%
● Net income Group share	65.0	4.4	14.8x
● Net cash flow from operations	176.2	95.0	85.5%
● Free cash flow	119.0	(1.7)	

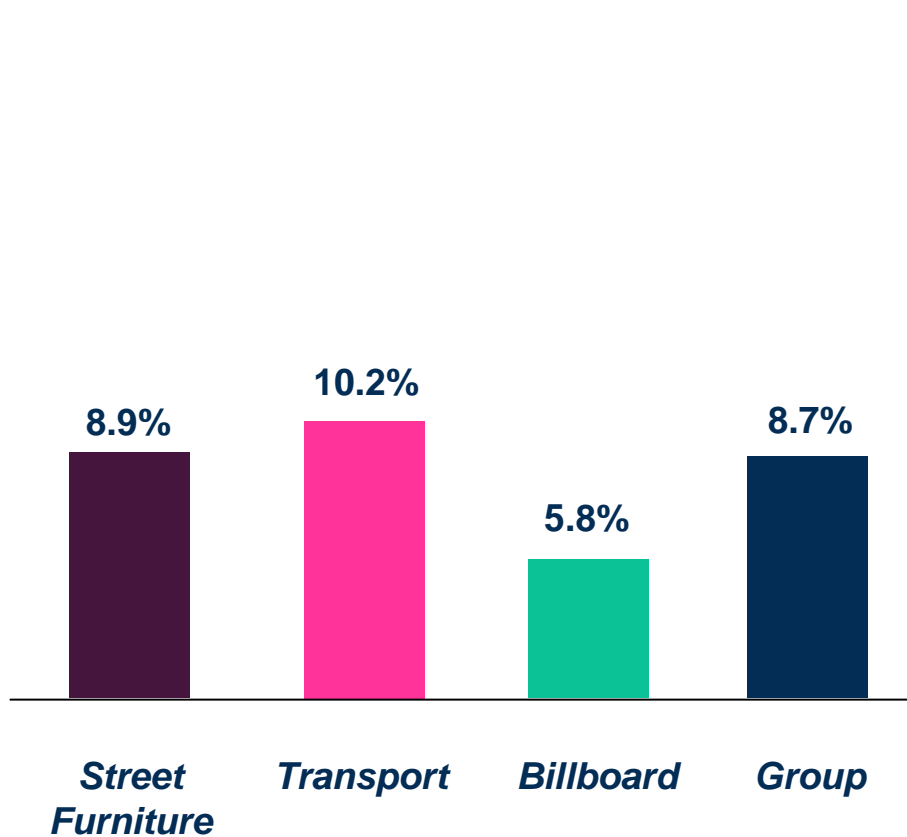
(1) Operating Margin = Revenues less Direct Operating Costs (excluding Maintenance spare parts) and including SG&A costs

(2) EBIT = Earnings Before Interests and Taxes

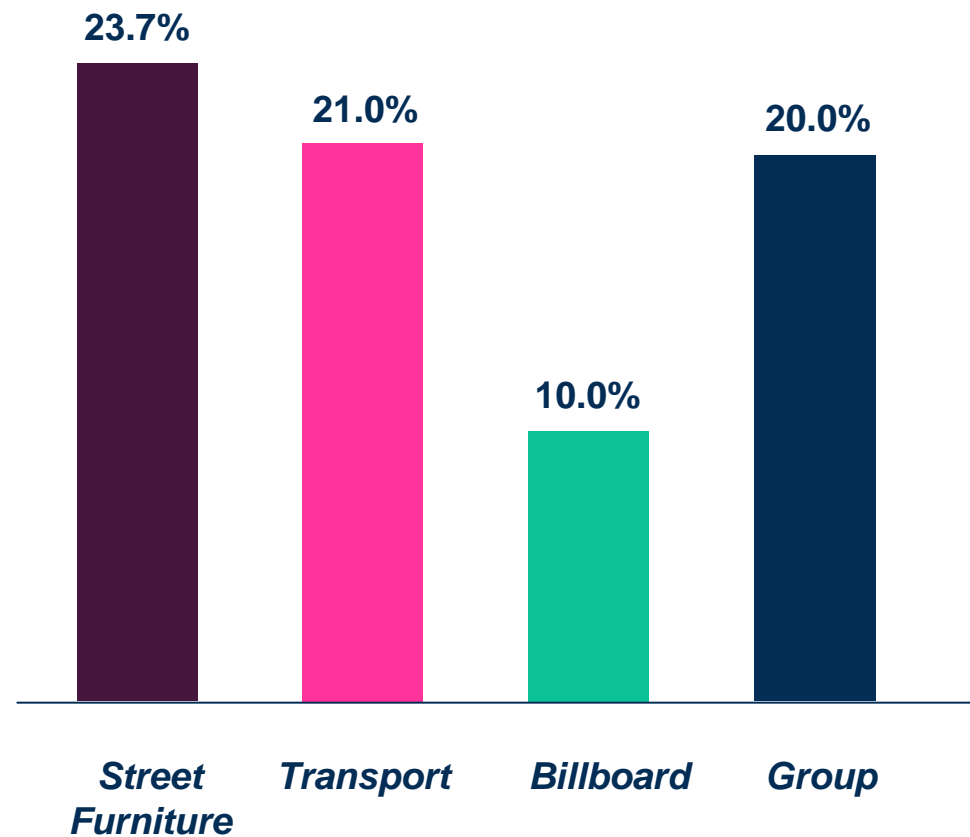
= Operating Margin less Depreciation, amortization, provisions less Impairment of goodwill less Maintenance spare parts less Other operating income and expenses.

H1 2010 REVENUE GROWTH BY BUSINESS

Organic growth (%) ⁽¹⁾



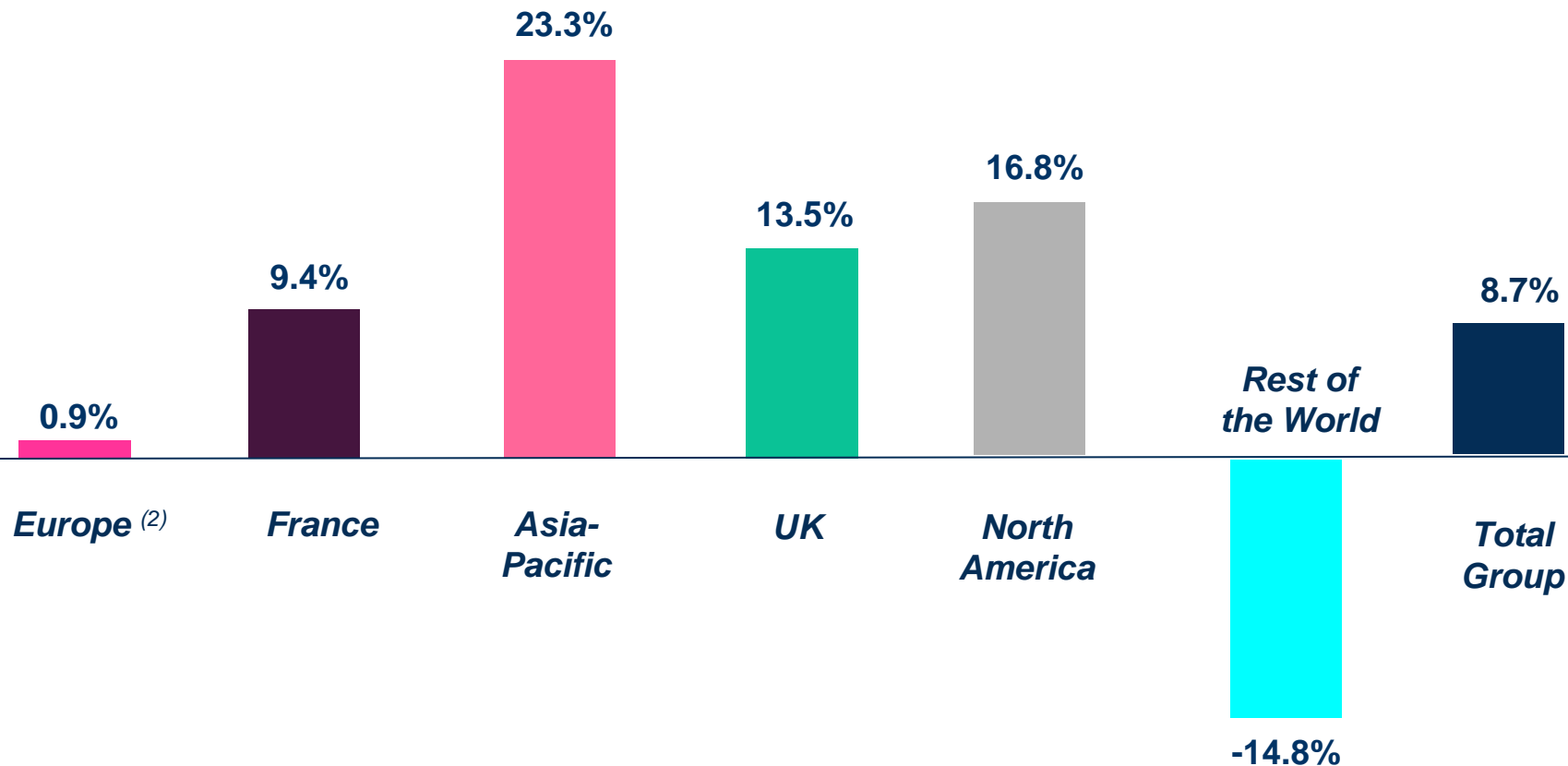
Reported growth (%)



(1) Organic growth = excluding acquisitions / divestitures and the impact of foreign exchange

H1 2010 REVENUE GROWTH BY REGION

Organic growth (%) ⁽¹⁾

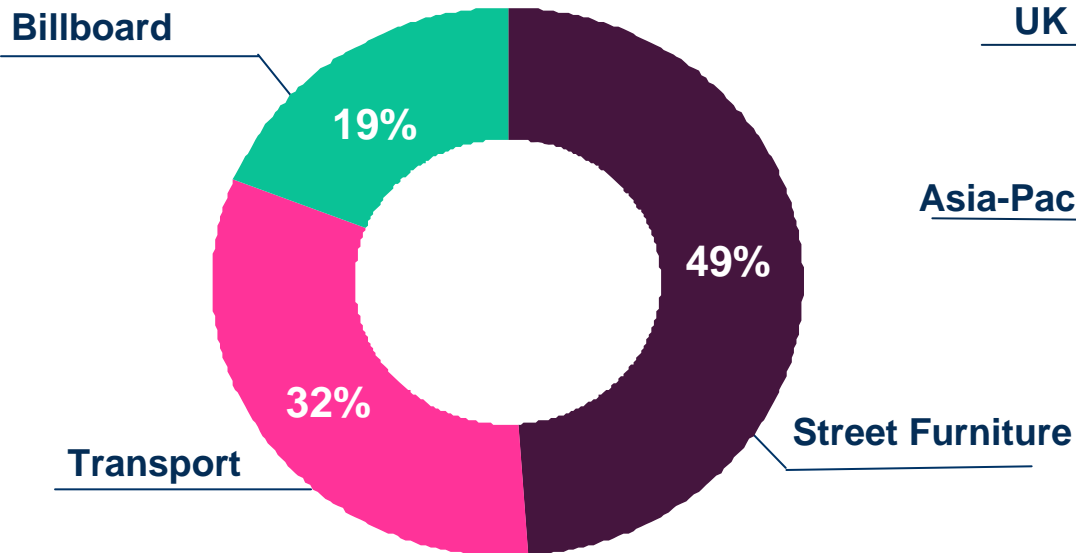


(1) Organic growth = excluding acquisitions / divestitures and the impact of foreign exchange

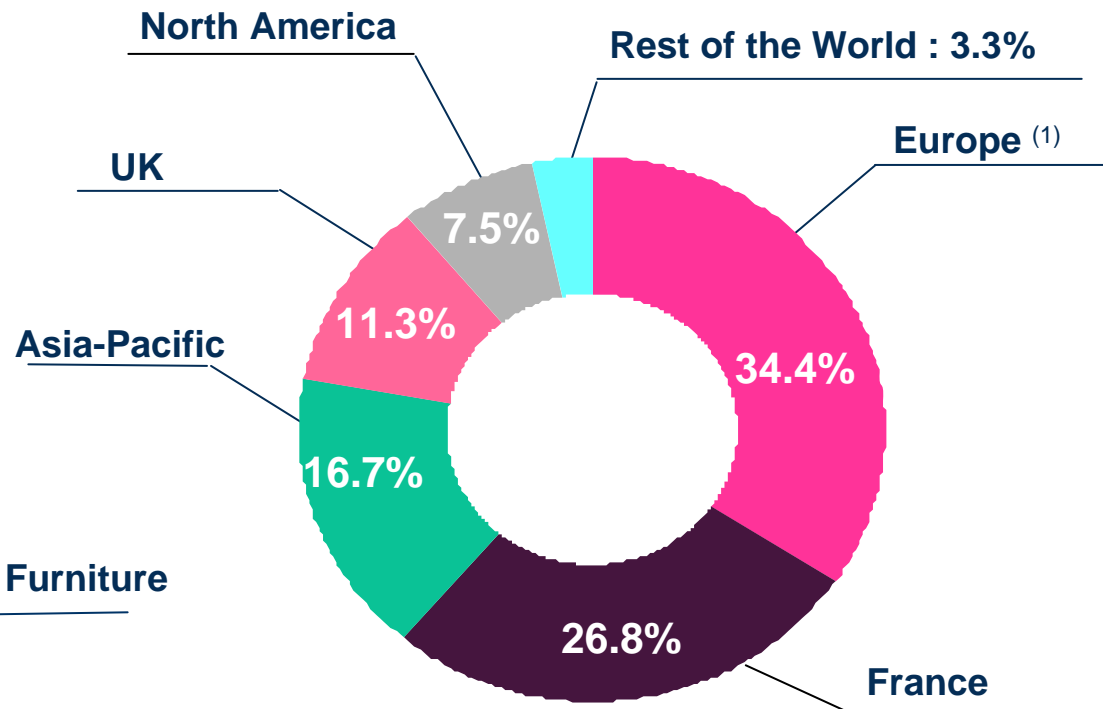
(2) Excluding France and the United Kingdom

H1 2010 REVENUE BREAKDOWN

By business (% of total)



By region (% of total)



(1) Excluding France and the United Kingdom

- **Organic growth & renewals**
 - **Acquisitions**
 - **Shanghai World Expo**
 - **Sales & Marketing**
-

New contracts**STREET FURNITURE**

- **Kazakhstan** Almaty

TRANSPORT

- **China** Nanjing metro (line 2)
- **Algeria** Bus stations

Contract renewals**STREET FURNITURE**

- **France** Tours
Angers
Ile de France region: *11 cities*
- **Spain** Valencia (bicycles)

TRANSPORT

- **France** Bordeaux airport
Lille airport
- **UK** BAA: Heathrow, Edinburgh,
Aberdeen & Glasgow airports
- **China:** Nanjing metro (line 1)
- **Chile** Santiago metro

WALL AG: PAVING THE WAY TO CREATE THE BEST OUTDOOR ADVERTISING NETWORK IN GERMANY

- ❑ **JCDecaux + Wall** = 82,000 premium panels mostly in Tier 1 German cities
- ❑ **Sales forces being merged from September 2010: strong advertising proposition for regional and national clients**
- ❑ Average remaining life of Wall's German contracts including key Berlin contracts: **around 10 YEARS**



- ❑ **LEADING UK RAIL** advertising operator : 10,500 panels - **audience of 2 million daily**
 - ❑ **LEADING POINT OF SALE** assets including Asda, Morrisons and 8 of the top 10 UK malls
 - ❑ **STRONG DIGITAL OOH NETWORK** with 200 digital 2m² units in mall and rail. Large billboard screens in 17 main termini stations.
 - ❑ **2009 REVENUES** around £40m over 20% from digital: **over 95% of Titan contracts successfully renewed in competitive tender**
- ⇒ **GOOD FIT** with JCDecaux assets and **HIGH GROWTH POTENTIAL**

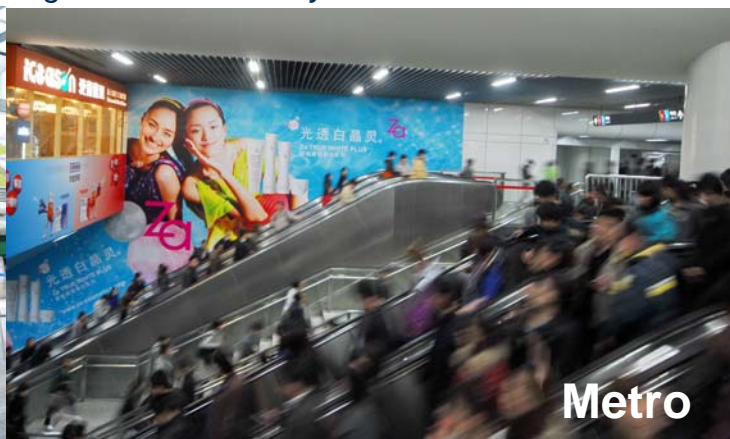


SHANGHAI WORLD EXPO: LEVERAGING JCDECAUX'S STRONG COVERAGE IN SHANGHAI

- ❑ **+70 MILLION VISITORS** expected for the 2010 World expo (+45% yoy) lifting local **CONSUMPTION** and **ECONOMY**:
 - ❑ Jan to May 2010 Shanghai Consumer Goods **Retail sales up 17%* yoy**
 - ❑ **Airport passenger traffic up 14%*** for the first 5 months of 2010; traffic expected to reach **67 million** for 2010, up 18% yoy
 - ❑ **Shanghai metro daily traffics reaching 6.0 million** in July 2010, up 54%* yoy (was 1.8 million in 2007 when the contract was signed)

➔ Significant **AUDIENCE INCREASE** leading to double-digit revenue growth for JCDecaux

** Source: Shanghai Statistics bureau and Shanghai Metro authority*



JCDECAUX AIRPORT CREATIVITY TARGETS CAPTIVE AUDIENCE



**JCDecaux airport live broadcast World Cup games
sponsored by Emirates**

JCDcaux

showcasing the world

A VERY EFFECTIVE ADVERTISING NETWORK: IPSOS FRENCH EFFICIENCY AWARDS



- ✓ 1 **MAC DONALD'S**
Venez comme vous êtes
- ✓ 2 **RENAULT**
Baby Boom
- ✓ 3 **COCA COLA Light**
Vraiment moi-même
- ✓ 4 **NESPRESSO**
What else ?
- ✓ 5 **RTL**
Bouvard
- ✓ 6 **OASIS**
(Orangina Schweppes)
- ✓ 7 **CANAL +**
Dexter
- ✓ 8 **DIOR**
Eau sauvage
- ✓ 9 **ORANGE**
- ✓ 10 **CARREFOUR**
Le positif est de retour

✓ JCDcaux's campaigns

➔ **JCDcaux: 10 out the top 10 campaigns**

2010 awards: products & sales teams

- ❑ **UK:** JCDecaux voted top international sales teams for “New Media and Technology” and “Creative”, 05/07/10
- ❑ **India:** JCDecaux Advertising India won the Gold medal in the prestigious “Media Owner of the Year” category. This award rewards outdoor communication specialists who have introduced the most number of innovations in media formats, 11/06/10
- ❑ **Portugal:** JCDecaux voted most innovative company in the Outdoor/Indoor category in 2009, *Meios & Publicidade*, 01/06/10
- ❑ **The Netherlands:** JCDecaux was named Media Company of the Year, 01/06/10
- ❑ **Ireland:** top prize in the new product/new market category at the All Ireland Marketing Awards for Dublinbikes, 31/05/10
- ❑ **Australia:** JCDecaux Australia wins Media Sales Team of the Year at the 2009 B&T Awards, 14/12/09

FINANCIAL HIGHLIGHTS



(In million €, except %, under IFRS standards)

	H1 2010	H1 2009	% change
► Revenues	1,110.6	925.4	20.0%
► Operating costs	(864.0)	(759.0)	
► Operating margin ⁽¹⁾	246.6	166.4	48.2%
► Depreciation, spare parts & others	(132.9)	(116.9)	
► Goodwill impairment	-	-	
► EBIT ⁽²⁾	113.7	49.5	129.7%
► Financial income (loss) ⁽³⁾	(15.5)	(18.1)	
► Tax	(31.5)	(11.0)	
► Equity affiliates	1.1	(12.7)	
► Minority interests ⁽³⁾	(2.8)	(3.3)	
► Net Income Group share	65.0	4.4	

(1) Operating Margin = Revenues less Direct Operating Costs (excluding Maintenance spare parts) and including SG&A costs

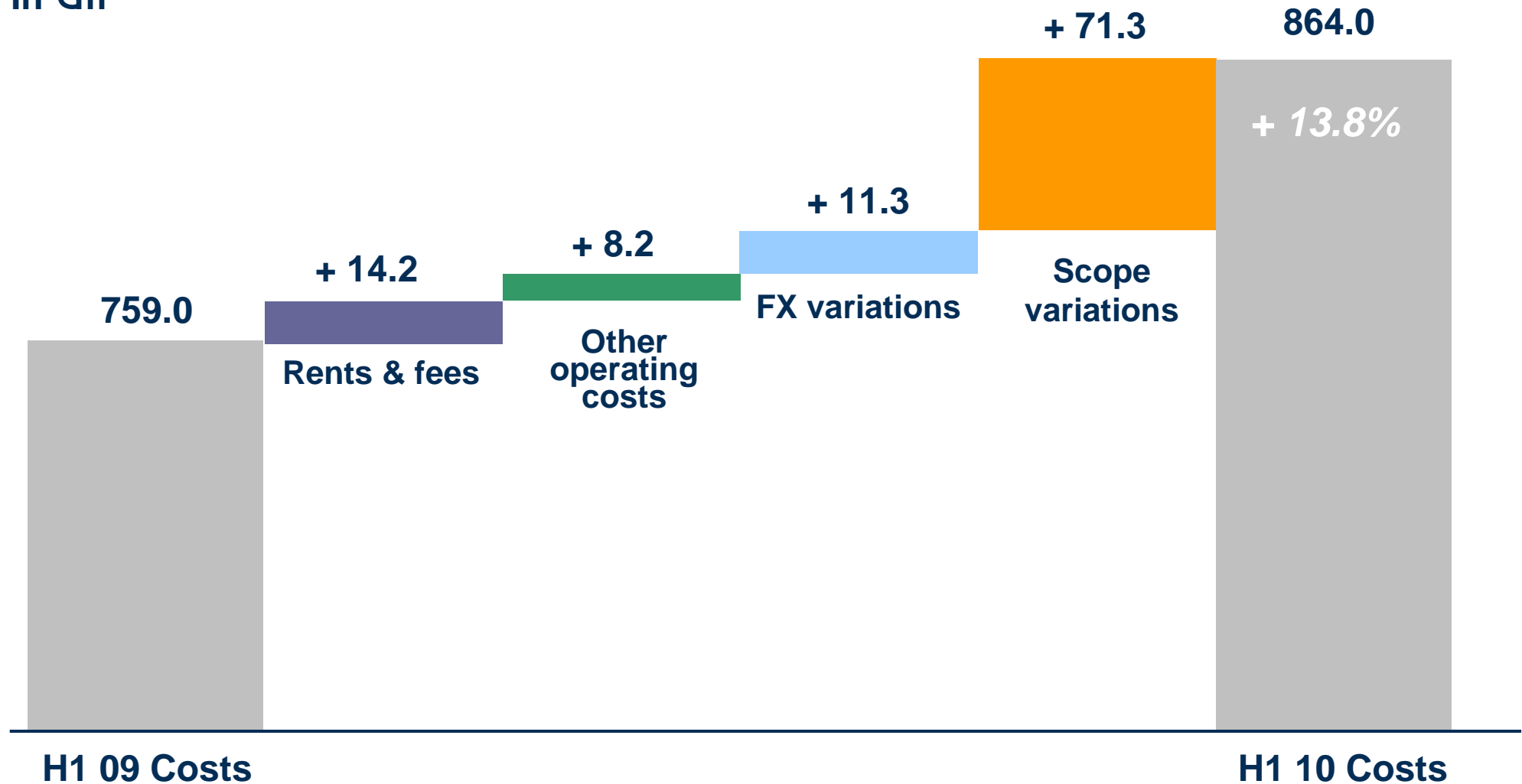
(2) EBIT = Earnings Before Interests and Taxes

= Operating Margin less Maintenance spare parts less Depreciation and provisions less Goodwill impairment less Other operating income and expenses

(3) Excluding impact of put Gewista's actualization in 2009 & 2010. Discounting impact not liable to tax.

H1 2010 COST VARIATION

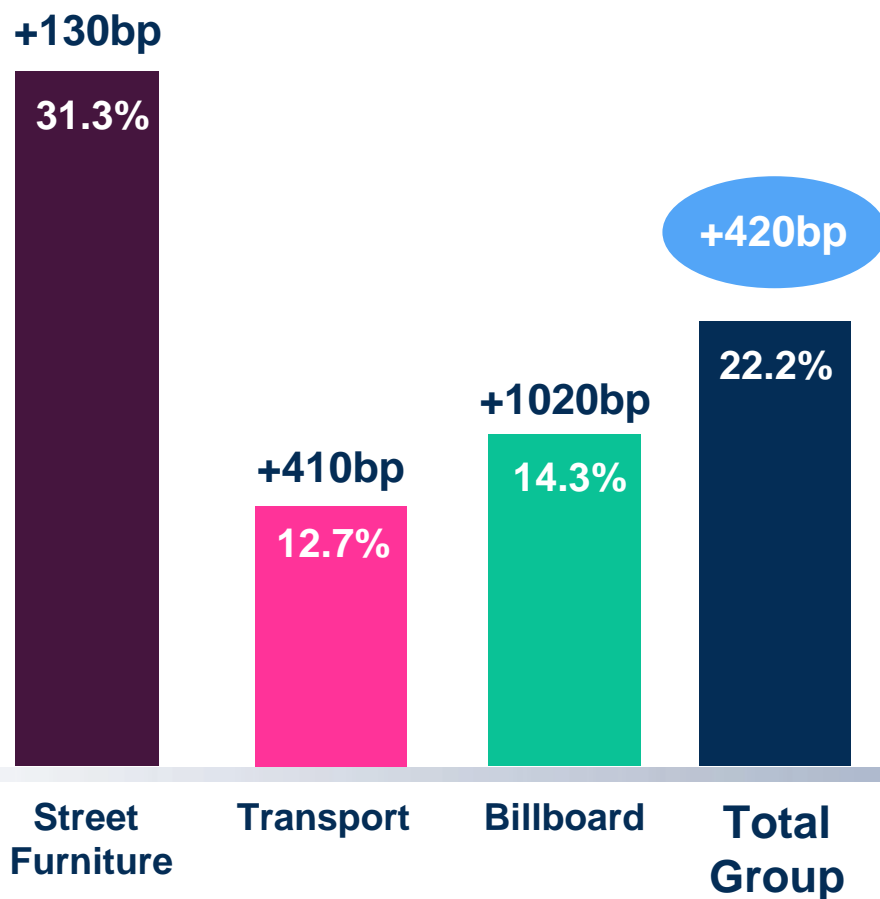
In €m



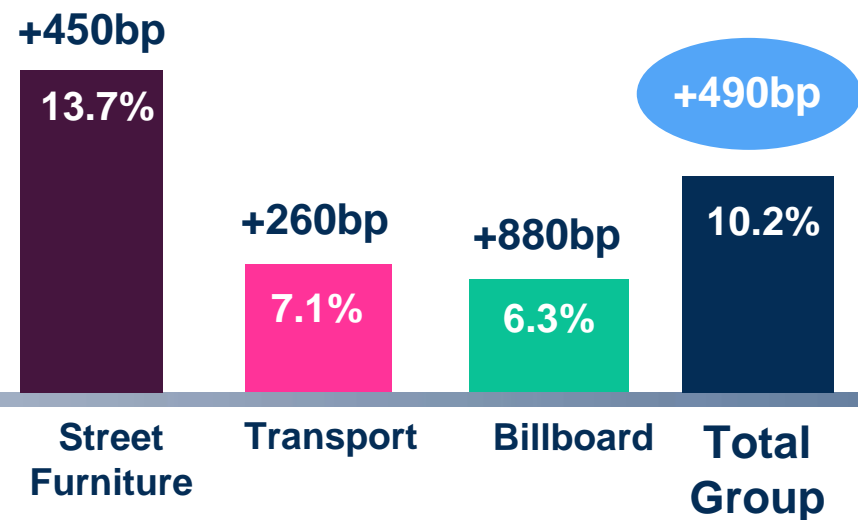
MARGINS BY DIVISION H1 2010

(under IFRS standards)

Operating margin (% of revenues)



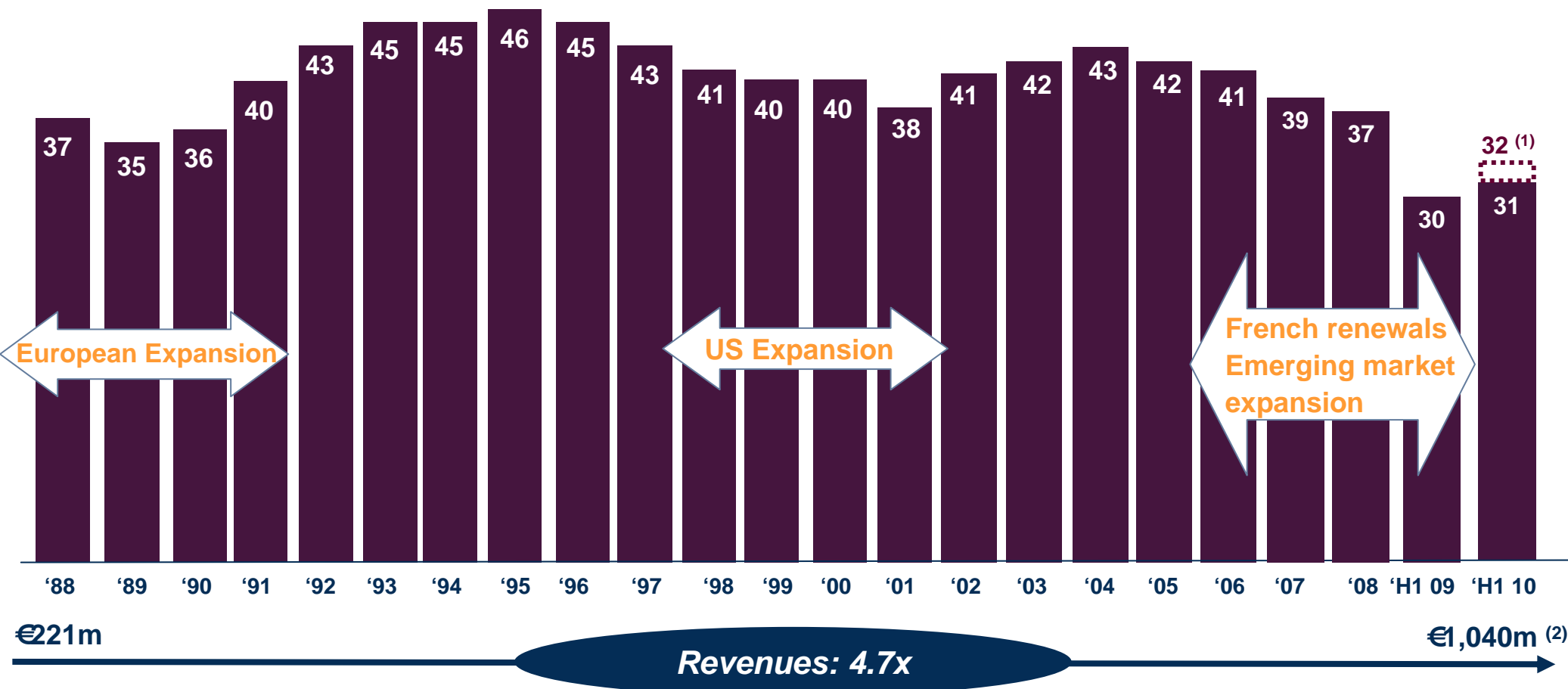
EBIT (% of revenues)



STREET FURNITURE OPERATING MARGIN

Operating margin (% of revenues)

Note: French Gaap until 2003 – IFRS as of 2004



(1) Excluding the impact from acquisitions

(2) Trailing 12 months

CASH FLOW STATEMENT

(In million €, except %, under IFRS standards)

	H1 2010	H1 2009	% change
▶ Net Cash flow from operating activities	176.2	95.0	+85.5%
▶ General Inv. & Renewal capex	(23.8)	(61.4)	
▶ Adjusted free cash flow	152.4	33.6	+353.6%
▶ Growth capex (incl. intangible asset)	(33.4)	(35.3)	
▶ Free cash flow	119.0	(1.7)	
▶ Dividends (net)	(2.8)	1.1	
▶ Equity increase (decrease)	(0.1)	0.3	
▶ Financial investments (net)	(3.1)	(2.5)	
▶ Others ⁽¹⁾	(14.0)	8.1	
▶ Change in net debt (Balance Sheet) ⁽²⁾	(99.0)	(5.3)	
Net debt as of end of period	571.0	701.3	
<i>net debt / operating margin ⁽³⁾</i>	<i>1.2x</i>	<i>1.6x</i>	

Note: Adjusted free cash flow = Free Cash Flow before Growth Capex.

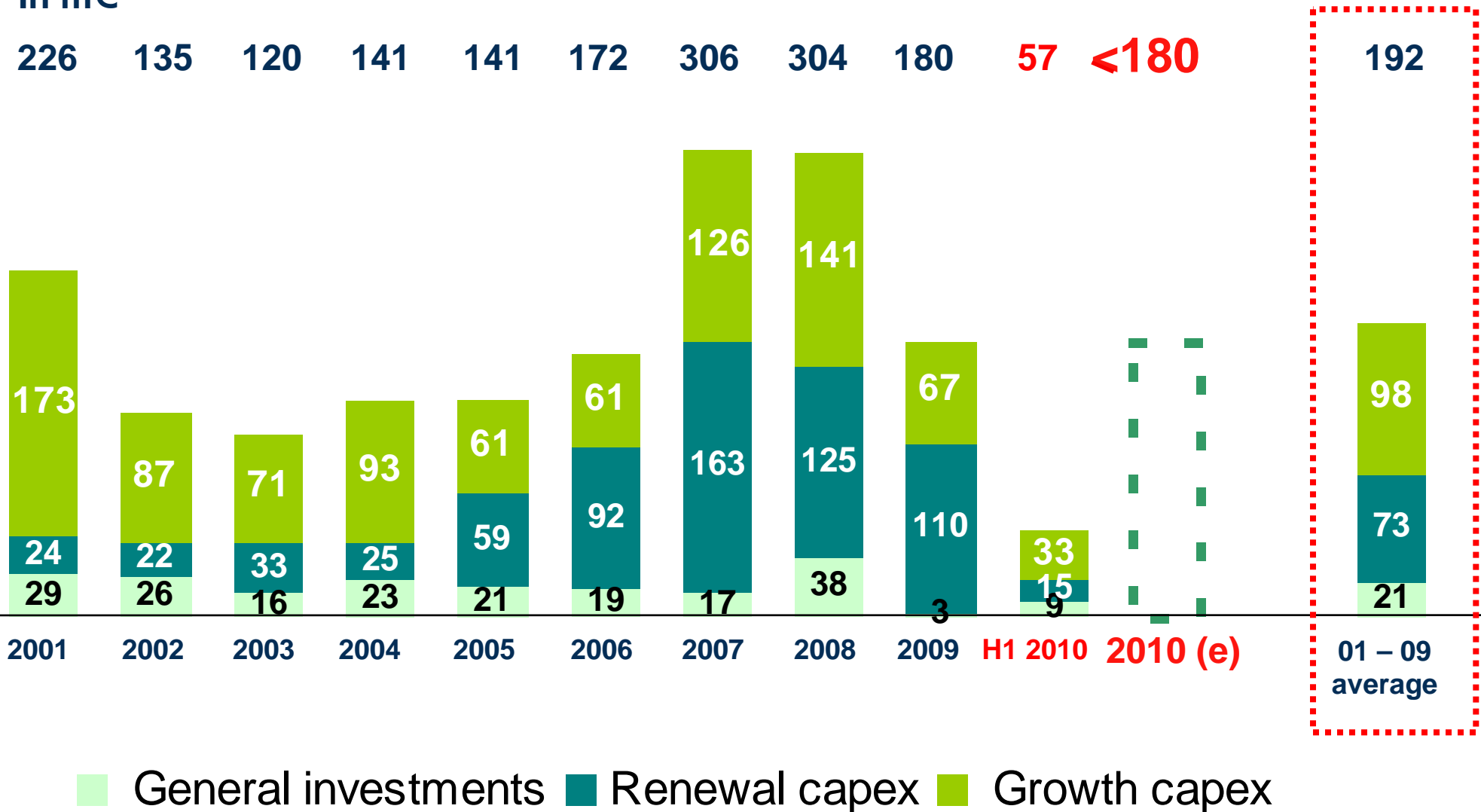
(1) Non cash variations (mainly due to consolidation scope variations, translation differences on net financial debt, the impact of IAS 39 and finance lease)

(2) Excluding the IAS 32 impact, including the IAS 39 impact on both debt and financial derivatives and including the restatement of loans related to companies consolidated under the proportionate method

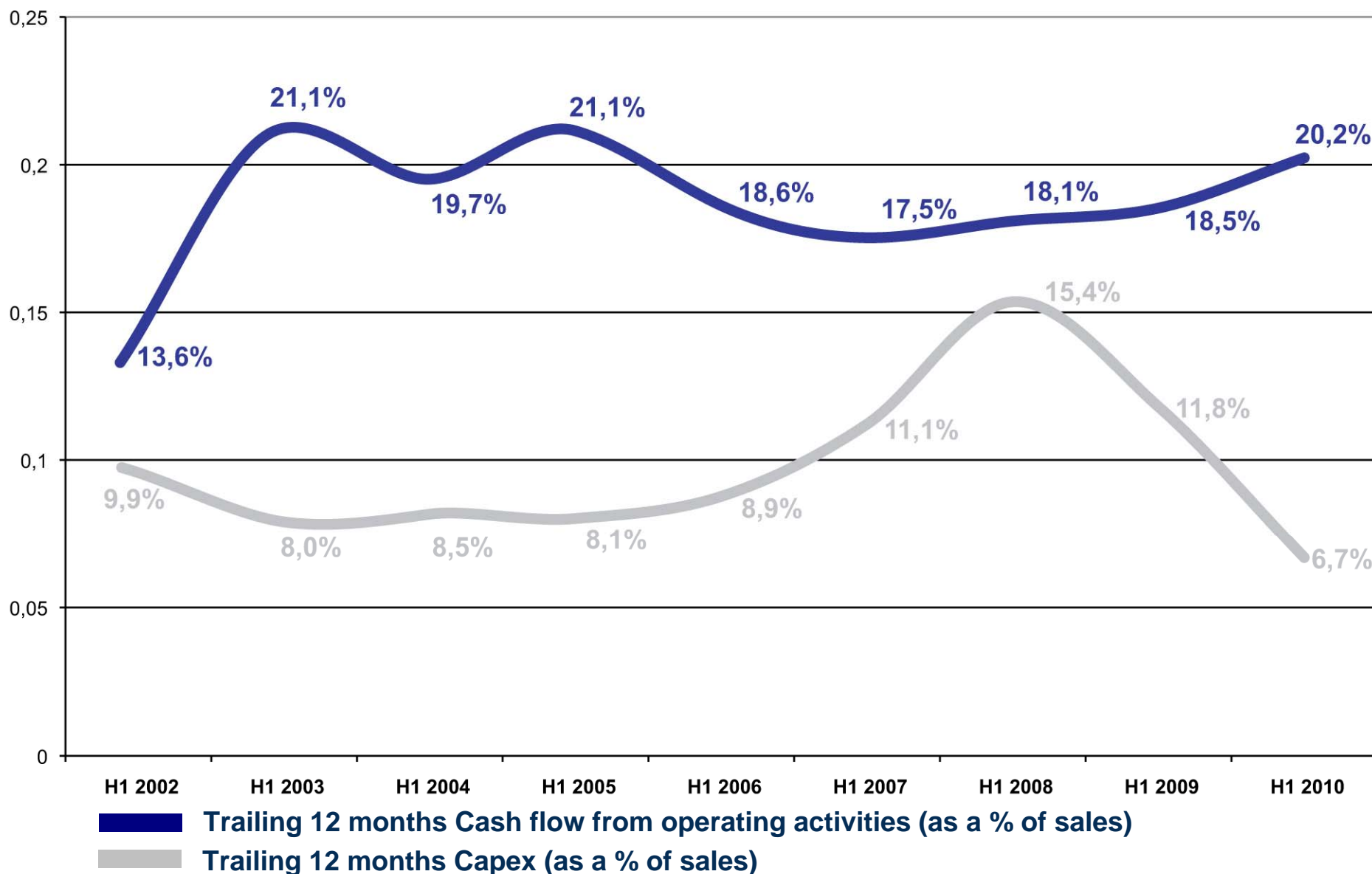
(3) Trailing 12 months operating margin

LOWER CAPEX PHASE INCREASED WEIGHT OF GROWTH CAPEX

In m€



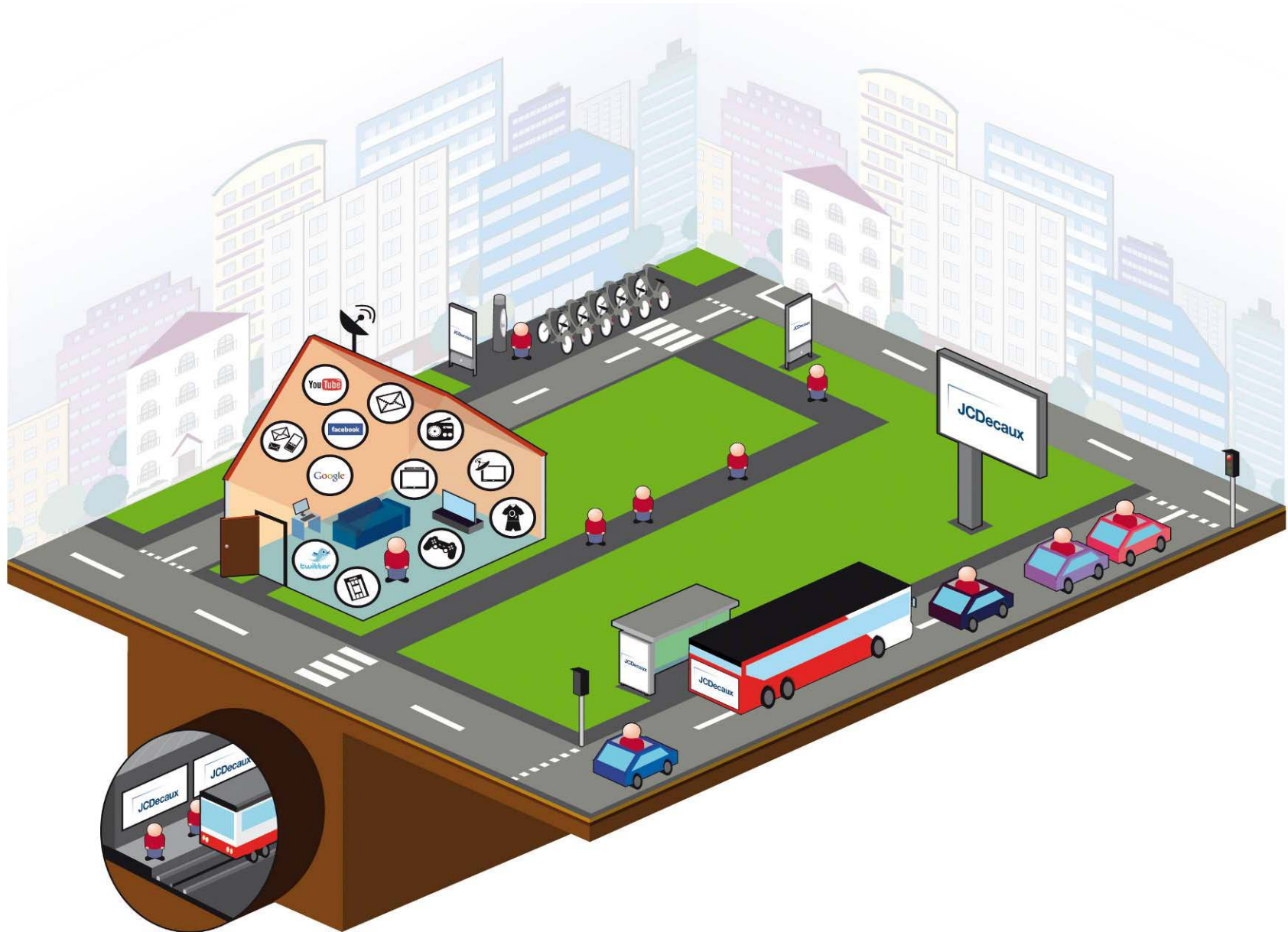
DIFFERENT CYCLES FOR ADVERTISING & CAPEX



GROWTH STRATEGY AND OUTLOOK



WOULD OUTDOOR ADVERTISING EXIST IF THE INTERNET HAD EXISTED BEFORE?



Zenith Optimedia
2010 CAGR*

Magna
2010– 2015 CAGR**

2010 World Ad Spend forecast*

+3.5%



Internet
Display + Search

+ 13.0%

+ 11.2%



Outdoor

+ 4.0%

+ 7.1%



Television

+ 6.4%

+ 5.7%



Radio

- 1.4%

+ 3.1%



Print

- 2.7%

+ 2.2%

* Zenith Optimedia, July 2010

** Magna, April 2010

MIXED REBOUND OF ADVERTISING MARKETS

2010 Ad Spend forecasts:

+1.3%

+2.2%

+7.0%

+10.2%*

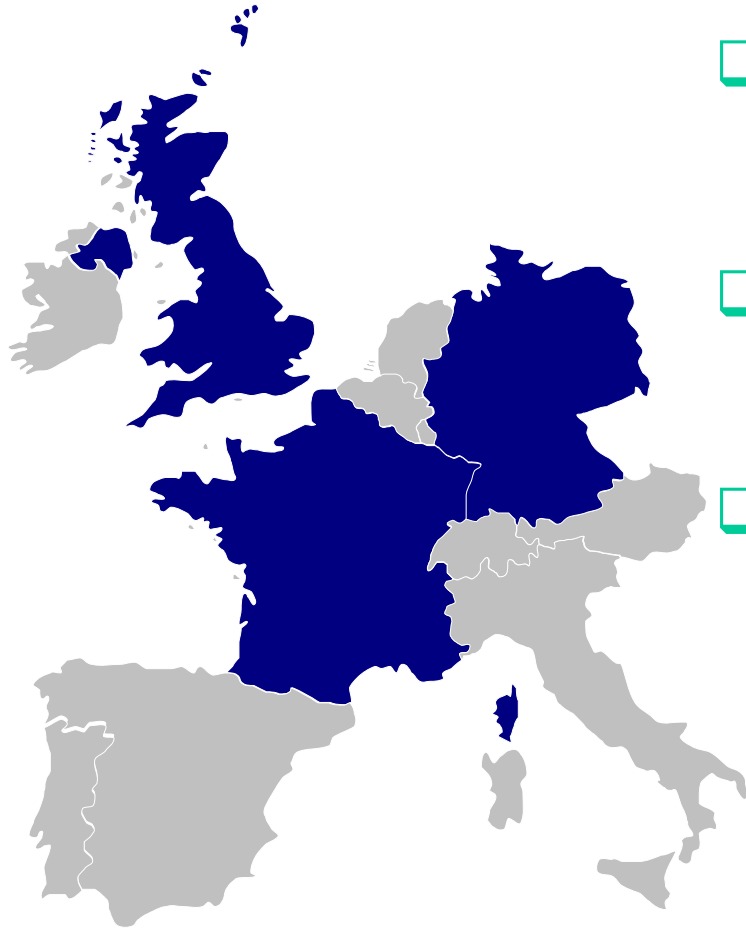
+6.9%

+7.0%

⇒ 2 growth levers for JCDecaux:

- ☐ Reinforce presence in developed markets
- ☐ Further develop fast growing emerging markets

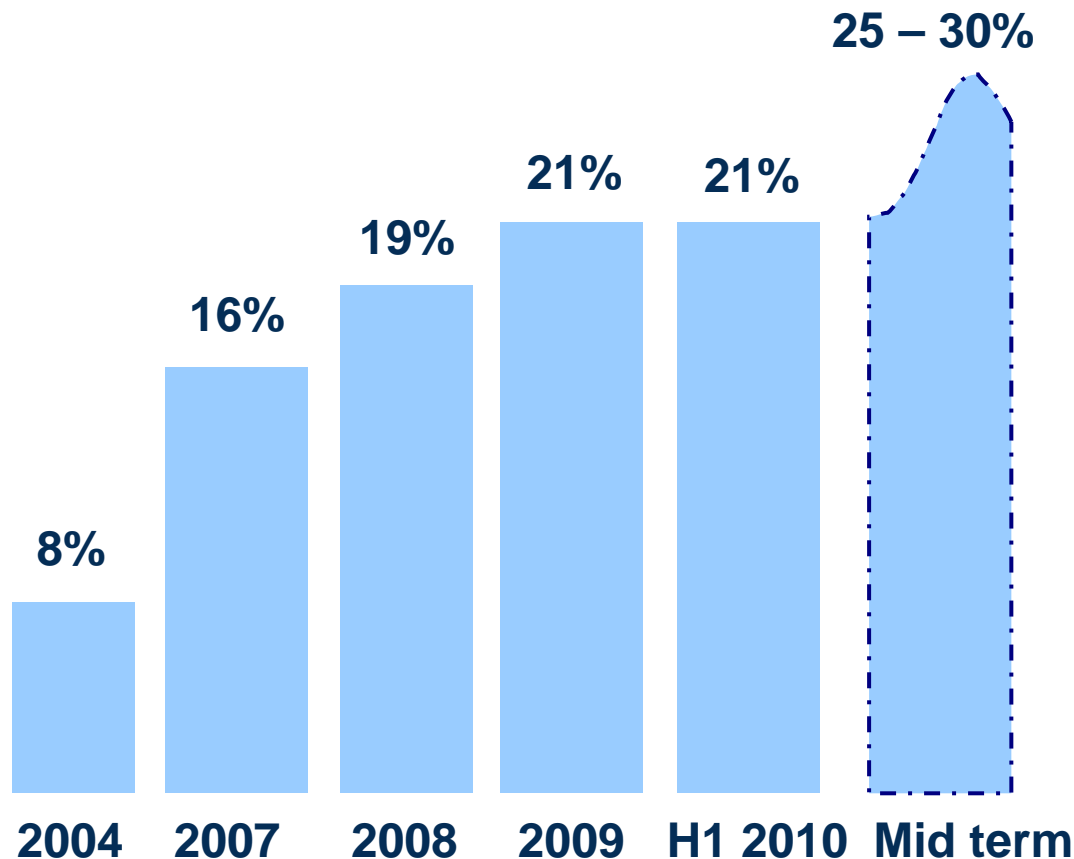
KEY WESTERN EUROPE DEVELOPED MARKETS: REINFORCING JCDECAUX'S LEADING POSITIONS



- ❑ **FRANCE:** top SF contracts renewed: unrivalled national coverage
- ❑ **UNITED KINGDOM:** Titan acquisition created a strong proposition for advertisers
- ❑ **GERMANY:**
 - ❑ a **COMBINED SALESFORCE** JCDecaux / WALL starting September 2010
 - ❑ Interesting **GROWTH OPPORTUNITIES** with contracts to be **COMPETITIVELY TENDERED** mainly in Tier 2 cities

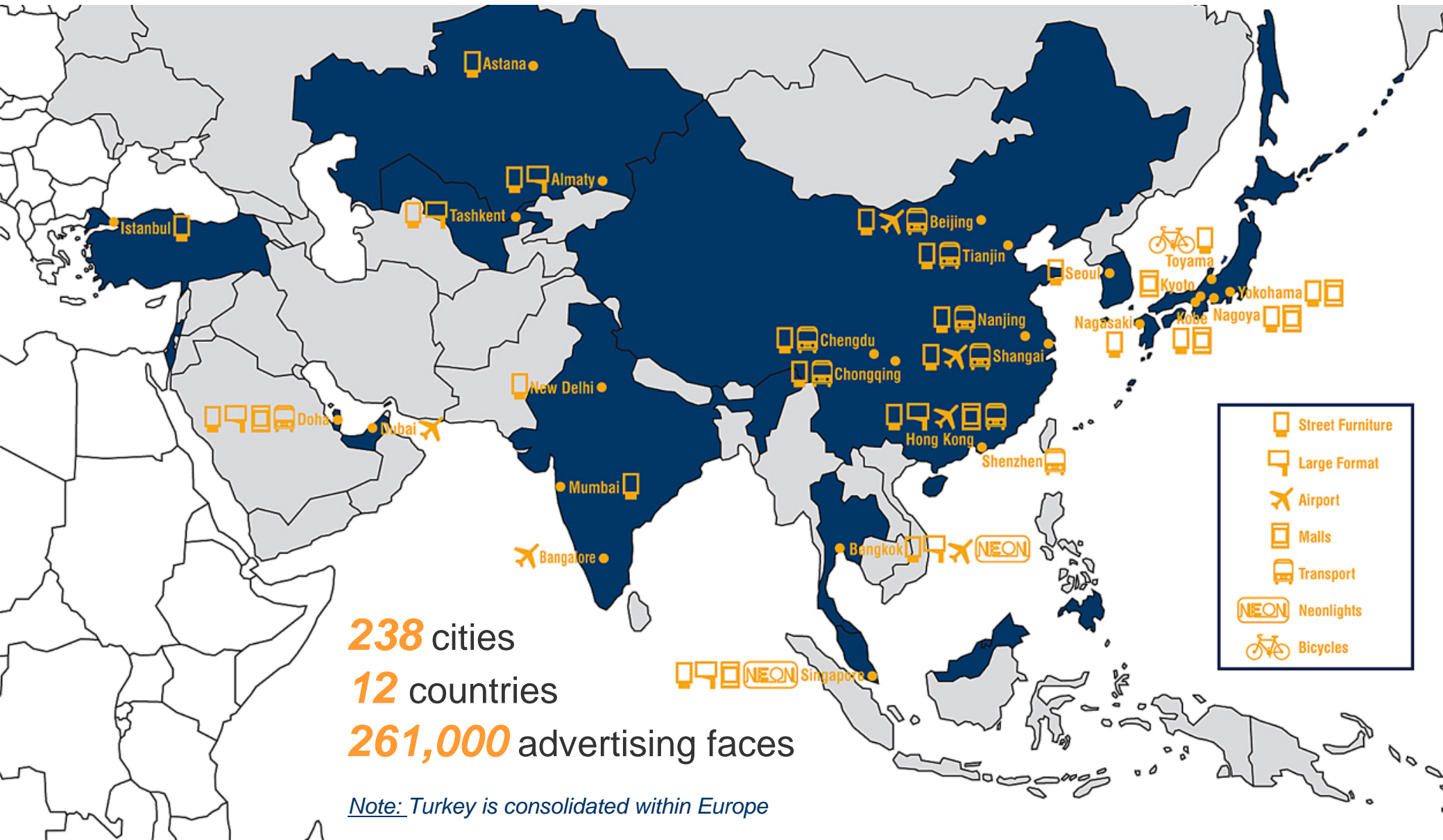
INCREASED EXPOSURE TO FAST-GROWING EMERGING MARKETS

Share of emerging countries*
(% of total Group revenues)



*Includes Central & Eastern Europe (excl. Austria), Baltic countries, Russia, Turkey, Ukraine, Latin America, Asia (China (incl. HK), Thailand, South Korea, Malaysia, India but excluding Japan & Singapore), Africa, Middle East, Central Asia

MIDDLE-EAST / ASIA: GROWING FOOTPRINT IN TIER 1 CITIES AND MORE OPPORTUNITIES TO COME



238 cities
12 countries
261,000 advertising faces

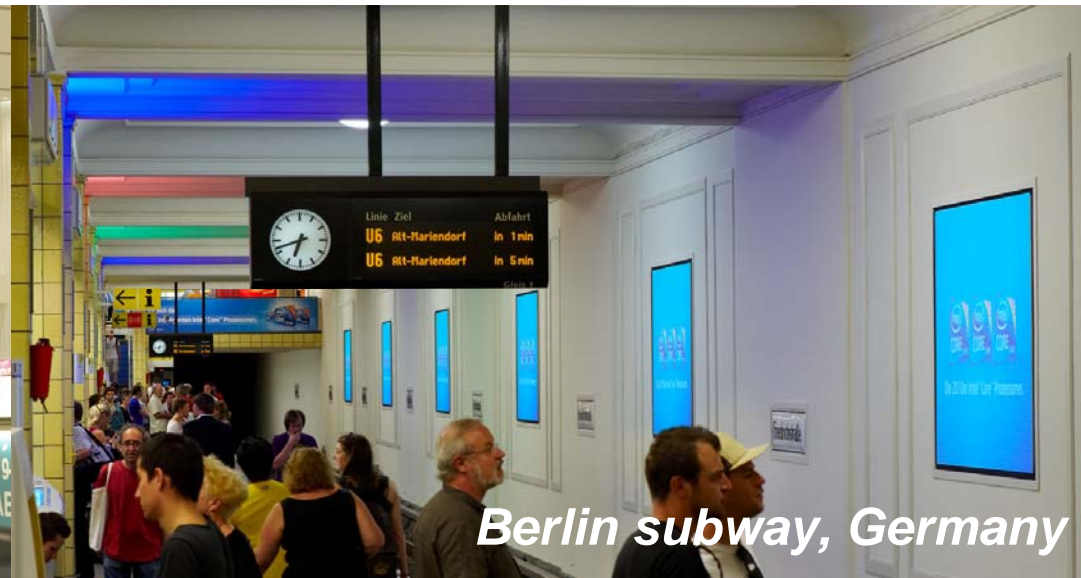
Note: Turkey is consolidated within Europe

SELECTIVE DIGITAL ROLL OUT CONTINUES

- ❑ **FIRST DIGITAL** installation in Vienna subway in **1998**
- ❑ **FIRST FULL DIGITAL** advertising platform in metro launched in Berlin in **July 2010**
- ❑ **C.5000** digital screens installed covering **KEY LOCATIONS** in **14 COUNTRIES**
- ❑ Digital roll out primarily targets **KEY TRANSPORT ASSETS** with **HIGHLY VALUABLE CAPTIVE AUDIENCE**



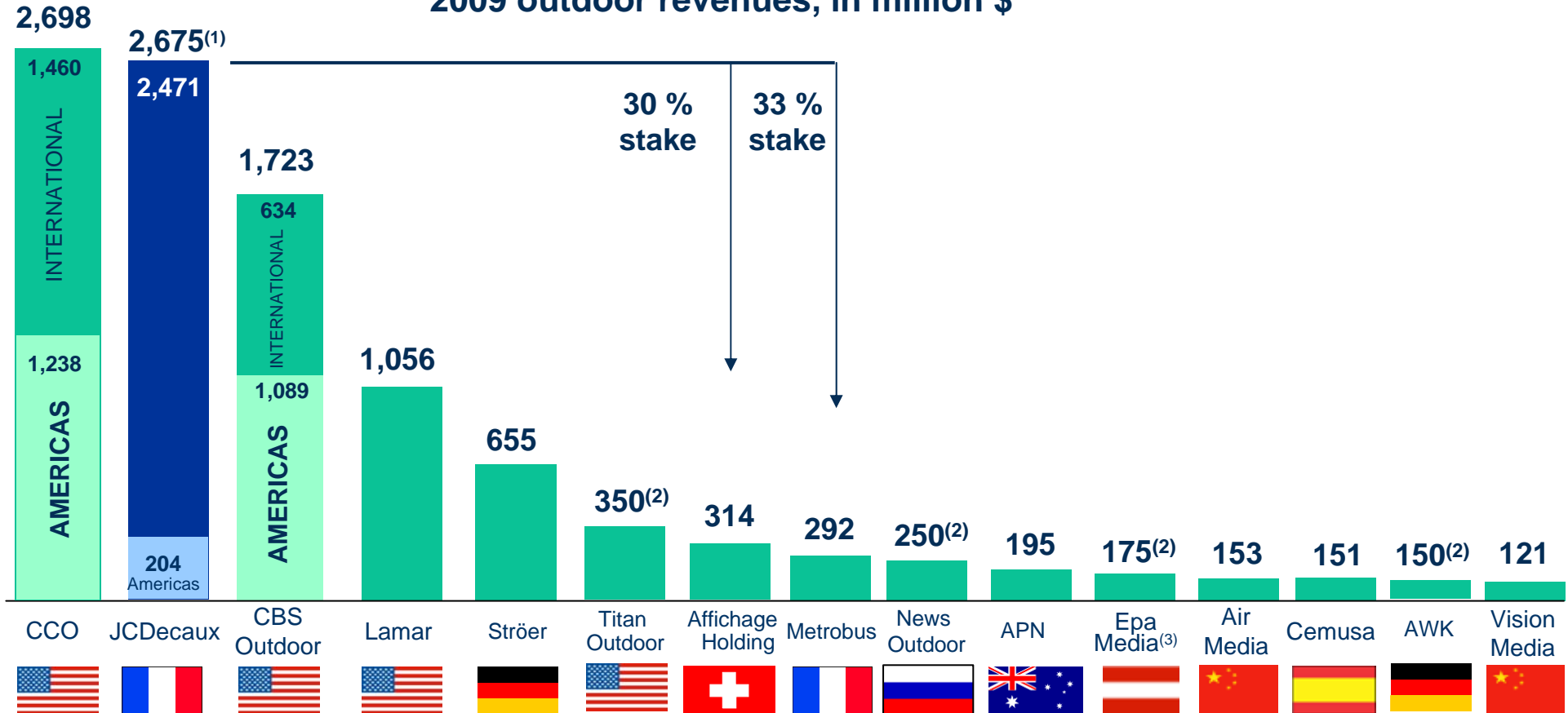
Dubai airport, UAE



Berlin subway, Germany

FURTHER CONSOLIDATION?

2009 outdoor revenues, in million \$



Sources: Company news releases, Internet sites & JCDecaux estimates. Currency conversions are based on an annual average exchange rate \$/€ of 0.7174, \$/CHF of 0.9231 and AUD/\$ of 1,1841 in 2009.

(1) Does not include revenues from Affichage Holding, Wall and Metrobus, companies integrated through the equity method in JCDecaux's 2009 financial statements.

(2) JCDecaux's estimate of 2009 revenues

(3) Raiffeisen Group owns 100% of the shares as of February 2009

« While the potential impact of austerity measures on consumption and the global economy remains unclear, short term trading conditions continue to be positive in most markets. As a consequence we anticipate for the third quarter of 2010 organic revenue growth to be at least in line with Q2 despite less favourable comparables. This, combined with continuous strict cost management and low capital expenditure, should sustain strong free cash flow generation.»

Forward Looking Statement

Certain statements in this release constitute « forward-looking statements » within the meaning of the US Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risk, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. The words or phrases « guidance », « expect », « anticipate », « estimates » and « forecast » and similar words or expressions are intended to identify such forward-looking statements. In addition, any statements that refer to expectations or other characterizations of future events or circumstances are forward-looking statements. Various risks that could cause future results to differ from those expressed by the forward-looking statements included in this release include, but are not limited to : changes in economic conditions in the U.S. and in other countries in which JCDecaux currently does business (both general and relative to the advertising and entertainment industries) ; fluctuations in interest rates ; changes in industry conditions ; changes in operating performance ; shifts in population and other demographics ; changes in the level of competition for advertising dollars ; fluctuations in operating costs ; technological changes and innovations ; changes in labor conditions ; changes in governmental regulations and policies and actions of regulatory bodies ; fluctuations in exchange rates and currency values ; changes in tax rates ; changes in capital expenditure requirements and access to capital markets. Other key risks are described in the JCDecaux reports filed with the U.S. Securities and Exchange Commission. Except as otherwise stated in this news announcement, JCDecaux does not undertake any obligation to publicly update or revise any forward-looking statements because of new information, future events or otherwise.

JCDecaux

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H1 2010 RESULTS

July 30th 2010



BERLIN, Germany

