

New York City, NY, May 22, 2014

Environmental Policy for ISO: 14001 Certification for Operations

JCDecaux North America, Inc. has been working proactively with cities and airport authorities, as well as media and advertising agencies to improve the urban and airport environment. The company is committed to acting ethically and responsibly in all that we do in order to better protect the environment impacted by our operations.

JCDecaux North America, Inc. is committed to remain in compliance with all applicable legal requirements and other requirements to prevent pollution. In order to promote sustainability, the company has engaged each of our offices throughout the country in local initiatives. We have implemented and maintain an Environmental Management System throughout our Operations scope in accordance with the requirements of ISO: 14001. This system is used to manage and continually enhance our environmental standards, and provides a framework to manage our environmental responsibilities. We set targets, issue guidelines, and require reporting from each of our North American locations. We perform regularly scheduled audits to fulfill each of our objectives.

JCDecaux North America, Inc. seeks to pursue and intensify the implementation of measures that will minimize the impact of the Company's activities on the environment. These measures focus mainly, but not exclusively, on reducing energy consumption and recycling whenever possible. The objectives and targets that JCDecaux North America, Inc. has committed to reaching are set annually during The Management Review and are increasingly ambitious.

The statements above reflect the company's commitment to pursue economic development respectful of the environment. Potential benefits of these actions include reduced costs of waste management, savings in consumption of energy and materials, enhanced corporate image, regulatory costs savings, and improvement in customer relationships and market competitiveness.

In order to be successful, we need each of you to fully commit to these goals. Please be aware of the impact on the environment in each of your daily activities and if you see something we can do better, please notify your supervisor. By adhering to these initiatives we will ensure we are doing all we can to continuously improve and prevent pollution in our environment. We thank you for your cooperation.

Yours Faithfully,



Bernard Parisot
Co-Chief Executive Officer



Jean-Luc Decaux
Co-Chief Executive Officer

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Azerbaijan
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China
Colombia
Costa Rica
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