

## FIRST QUARTER 2006: REVENUES UP 16.5%, DRIVEN BY STRONG ORGANIC REVENUE GROWTH

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay

**Paris, 26 April 2006 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today its revenues for the three months ended 31 March, 2006. On a reported basis, revenues increased by 16.5% to €442.2 million compared to €379.7 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 8.0%, reflecting improvement across all three divisions, particularly in Transport.

Q1 Revenues	2006 (€m)	2005 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	227.5	211.9	7.4%	5.4%
Billboard	103.9	99.0	5.0%	4.2%
Transport	110.8	68.8	61.0%	21.3%
<b>Total</b>	<b>442.2</b>	<b>379.7</b>	<b>16.5%</b>	<b>8.0%</b>

*(1) excluding acquisitions/divestitures, the impact of foreign exchange and the revenue reclassification of some activities in 2006*

**Street Furniture** revenues increased by 7.4% to €227.5 million from €211.9 million in the first quarter of 2005. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.4% over the period. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 3.1% organically.

The advertising market strengthened in France, where the company achieved solid organic growth over the period, and continued to be strong in many European countries, with double digit revenue growth achieved in Italy, the Netherlands, Finland and Norway. However, market conditions proved challenging in a number of countries including Spain, Portugal, Belgium and the United Kingdom.

In Asia-Pacific and the Rest of the World, revenues grew in double digits while revenues from North America rose slightly.

**Billboard** revenues improved by 5.0% to €103.9 million from €99.0 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 4.2%. With the exception of Belgium and Italy, most countries increased their revenues over the period. Austria, Ireland and most Eastern European countries produced double-digit rises in organic revenue and growth was solid in Spain and the United Kingdom. In France and Portugal, revenues remained stable.

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**Transport** revenues rose by 61.0% to €110.8 million from €68.8 million in the first quarter of last year, following the 2005 acquisitions of MediaNation and Media Partners International in China. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by a record 21.3%, with strong increases in most countries. Organic revenues grew in double digits in China, Chile, Spain, Germany, Norway, France and Italy. However, it was the United States which reported the best performance overall, benefiting from the renewed and extended contract with the New York Airports. Organic revenue growth was strong in Hong Kong and solid in Portugal and the United Kingdom.

Commenting on the first quarter revenues and prospects for 2006, Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

*"As anticipated, our first quarter revenues showed strong organic growth, reflecting solid performances from Street Furniture and Billboard and a record increase from our Transport division.*

*The strong revenue increase from Transport advertising as well as the improvement in the French advertising market should continue fuelling our organic revenue growth, which we now expect to exceed 6% for 2006."*

#### **Next information :**

Annual Shareholders Meeting: 10 May 2006  
Q2 2006 revenues: 26 July 2006 (before market)

#### **Key Figures for the Group:**

- 2005 revenues: €1,745.2M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 715,000 advertising panels in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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#### **Forward Looking Statement**

Certain statements in this release constitute « forward-looking statements » within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, 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.