

# JCDecaux

## JCDecaux returns to the International Advertising Festival in Cannes

### 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 April 20, 2006** – JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company in Europe and number two worldwide, will be the official sponsor at the 53<sup>rd</sup> Cannes Lions International Advertising Festival for the Outdoor Advertising Category.

The newly created “Outdoor Lions” will recognise the importance of creativity in outdoor specifically, having previously been combined with Press. The Festival has proved a supporter of the outdoor industry in the past by awarding Jean-Claude Decaux, Founder and Chairman of the Supervisory Board of JCDecaux, the Media Person of the Year Award in the year 2000.

Commenting on the Cannes Lions sponsorship, **Jean-Francois Decaux, Chairman of the Executive Board and co-CEO of JCDecaux**, said: “*We are coming back to Cannes to support the decision from the International Advertising Festival to create a separate category for Outdoor Advertising. For the first time, Outdoor will have its own Lions Award highlighting the importance of Outdoor on the world media platform. The outdoor Lions Award is a new exciting opportunity for creative people to enter the Cannes competition.*”

The president of the panel judging the Outdoor Advertising category this year is Fernando Vega Olmos, President of VegaOlmosPonce, Argentina and Creative Director for Unilever Worldwide (Lowe). Fernando has been affiliated with the festival since 1992, when he was the first Argentinean creative to win a Gold Lion. He has since collected a number of awards including four Cannes Lions for Axe and Rexona at the last festival in 2005

Commenting on the Cannes Lions sponsorship, **Terry Savage, CEO of the International Advertising Festival**, said: “*I am thrilled that JCDecaux is becoming a sponsor of the International Advertising Festival, giving creative agencies a new opportunity to win this challenging and prestigious Outdoor Lions Award.*”

### 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 faces)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, trains and tramways (207,000 advertising faces)
- N°1 in Europe for billboards (190,000 advertising faces)
- N°1 outdoor advertising company in China (79,000 advertising faces in 20 cities)
- 715,000 advertising faces in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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