

## JCDecaux and Beijing Gehua Cultural Development Group Sign Exclusive 30 Year Outdoor Advertising Joint Venture for Beijing

### Out of Home Media

Argentina  
Australia  
Austria  
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Bulgaria  
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Croatia  
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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, 3 November 2005 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, announced today that JCDecaux Pearl & Dean, a wholly owned subsidiary of JCDecaux located in Hong Kong, has signed an exclusive 30 years Joint Venture agreement with Beijing Gehua Cultural Development Group (Gehua Group).

The new company, Gehua JCDecaux Outdoor Advertising Co Ltd (“Gehua JCDecaux”), will be the exclusive vehicle for both shareholders to develop street furniture in Beijing and potentially other outdoor advertising opportunities in the capital city of China. The Joint Venture company is 50% owned by Gehua and 50% owned by JCDecaux Pearl & Dean and will be head quartered in Beijing.

Gehua JCDecaux has signed its first contract, a 12 year exclusive sales and marketing contract with Beijing Gehua Sunshine Advertising Company, an associated company of Gehua Group. Under the terms of the contract, Gehua JCDecaux will own the operating rights to 500 double-faced large format News paper reading stands, which are already installed in some of the most prominent locations in the heart of Beijing. The Joint Venture will upgrade this unique street furniture network over the next year with new designs and JCDecaux’s latest technology.

As the home for 2008 Olympic Games, Beijing, which has a population of 13 million, is quickly transforming itself into a modern capital city and Gehua Group and JCDecaux are both committed to using the Joint Venture as the platform to develop Beijing’s outdoor advertising market. According to the latest statistics (source Odex), total outdoor advertising expenditure in Beijing surpassed RMB 1.8 billion (Euro 180 million) in 2004.

For JCDecaux, the number one advertising company in China, signing this Joint Venture for Beijing is consistent with the Group’s strategy of building its presence in the Chinese market.

At the signing of this historic contract, **Mr. Wang Jian Qi, the General Manager of Gehua Group**, said: « *This landmark collaboration between Gehua Group and the number one street furniture company worldwide, JCDecaux, aims to improve the overall operating standard of Beijing’s public services and street-scape. The joint venture is proud to execute modern street furniture concepts in our great historical city of Beijing.* »

**Jean-Charles Decaux, CEO of JCDecaux** said: « *This contract is another example of our commitment to the Chinese advertising market which has undergone tremendous growth in recent years, a trend we expect to continue. We are looking forward to sharing our know-how and expertise with the city of Beijing as we bring our high quality products and professionalism to China. We believe that our track record of enhancing the world’s leading cities with the best of outdoor advertising products, coupled with Gehua’s knowledge and understanding of the Beijing advertising market, will ensure the success of this Joint Venture.* »

**About Beijing Gehua Cultural Development Group:** Beijing Gehua Cultural Development Group (Gehua Group), a leading player in Beijing's outdoor advertising market, is a state owned conglomerate of cultural exchange, arts performance and outdoor media advertising enterprises, established in December 1997. Its precedent company – Beijing Arts Advertising Company used to operate the very first commercial outdoor billboard in the city of Beijing back in 1970's. With strong support from the Beijing municipal government, the Group is taking firm steps to make strategic partnership with world leading players in each business sector it has operated to transform itself into a world class media and event company.

### **Key Figures of the Group**

- 2004 revenues: €1,627.3 million; Q3 2004 revenues : €1,227.6 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- N°1 worldwide in street furniture (311,000 faces)
- N°1 worldwide in airport advertising with 155 airports and more than 150 transport contracts in metros, buses, trains and tramways (208,000 faces)
- N°1 in Europe for billboards (197,000 faces)
- 716,000 advertising faces in 45 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 7,500 employees

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