

FIRST HALF OF 2007: REVENUES UP 7.7% TO €1,019.0 MILLION, SUPPORTED BY ACCELERATING ORGANIC REVENUE GROWTH

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Paris, 24 July 2007 – 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 six months ended 30 June 2007, reporting a 7.7% increase to €1,019.0 million compared to the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 6.9%, reflecting a strong second quarter. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 7.1% organically over the period.

In the second quarter, consolidated revenues grew by 8.4% to €545.9 million (+7.9% on an organic basis) compared to the same period last year. This growth in revenues reflects improvement across all three divisions with a very strong progression in Transport, which showed double-digit organic growth, and a solid performance from Billboard. Core advertising revenues rose by 7.4% organically over the period.

With the exception of France, all geographic regions produced strong organic revenue growth over the first half, with particularly robust revenue performances in the United Kingdom, Asia-Pacific and in the Rest of the World, each of which achieved double-digit revenue growth.

By activity:

Reported revenues

(€M)	2007			2006			Change 07/06 (%)		
	Q1	Q2	H1	Q1	Q2	H1	Q1	Q2	H1
Street Furniture	239.0	271.3	510.3	227.5	258.2	485.7	5.0%	5.1%	5.1%
Transport	120.6	145.9	266.5	110.8	126.9	237.7	8.8%	15.0%	12.1%
Billboard	113.5	128.7	242.2	103.9	118.5	222.4	9.2%	8.6%	8.9%
Total	473.1	545.9	1,019.0	442.2	503.6	945.8	7.0%	8.4%	7.7%

Organic growth ⁽¹⁾

(€M)	Change 07/06 (%)		
	Q1	Q2	H1
Street Furniture	3.6%	3.7%	3.6%
Transport	7.6%	16.4%	12.3%
Billboard	8.5%	7.8%	8.1%
Total	5.8%	7.9%	6.9%

By geographic area:

Revenues	H1 2007 (€m)	H1 2006 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
France	288.7	294.7	-2.0%	-2.0% ⁽²⁾
United Kingdom	146.2	125.2	16.8%	16.4%
Rest of Europe	379.0	338.3	12.0%	8.1%
Asia-Pacific	130.8	116.1	12.7%	14.6%
North America	66.4	64.5	2.9%	7.8%
Rest of the World	7.9	7.0	12.9%	14.7%
Total Group	1019.0	945.8	7.7%	6.9%

(1) Excluding acquisitions/divestitures and the impact of foreign exchange

(2) Core advertising revenues in France decreased by 0.2% in the first half of 2007 compared to the same period last year

Street Furniture revenues for the first half of 2007 increased by 5.1% to €510.3 million from €485.7 million in the first half of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 3.6%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 5.2% organically.

In the second quarter, revenues increased by 5.1% to €271.3 million (+3.7% on an organic basis) compared to the same period last year. Core advertising revenues rose by 4.3% organically.

In Europe, market conditions were favourable in most countries, with particular strong performances in Spain and Scandinavia where double-digit revenue growth was achieved. Germany continued to benefit from an improving advertising environment and produced strong revenue growth, while the UK recorded sound advertising revenue growth over the period. In France, advertising revenues were flat over the quarter. While market conditions were challenging in April and May, partly due to the French elections and the move of some specialist retailers from Street Furniture to TV advertising, revenues have seen a recovery in June.

Transport revenues improved by 12.1% to €266.5 million from €237.7 million in the first half of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 12.3%.

In the second quarter, revenues increased by 15.0% to €145.9 million (+16.4% on an organic basis). Double-digit organic revenue growth was achieved in many European countries including Spain, Portugal, Italy and Scandinavia. Central and Eastern Europe produced high revenue growth over the period and sound growth was achieved in France.

Double digit revenue increases were achieved in China, Hong Kong and the United States, which benefited from the start of the Los Angeles Airport advertising program.

Billboard revenues for the first half increased by 8.9% to €242.2 million from €222.4 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 8.1% over the period.

In the second quarter, revenues increased by 8.6% to €128.7 million (+ 7.8% on an organic basis).

With double-digit organic revenue growth, the United Kingdom continued to report the best performance overall, benefiting from both a strong market outperformance and the recently-signed contract with BT payphones. Double digit growth was also recorded in Spain while revenue progression was solid in Ireland. In France, revenues were slightly down over the quarter.

Commenting on the first half revenues, **Jean-François Decaux, Chairman of the Board and co-Chief Executive Officer**, said:

“As anticipated, overall organic revenue growth accelerated in the second quarter compared to the first, reflecting strong performances from our Transport and Billboard divisions, and revenue progression in all our geographies, with the exception of France, where advertising revenues were flat.

We continue to expect that our organic revenue growth in 2007 will be similar to that of 2006, within a likely range of 7-8%, reflecting ongoing strength in the Transport division, a stronger growth rate in Street Furniture and improved market conditions in France.”

Next information:

2007 Half Year Results: 12 September 2007 (before market)

Key Figures for the Group:

- 2006 revenues: €1,946.4m;
- JCDecaux is listed on the Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

For more information, contact:

Press Relations

Agathe Albertini
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 35 79
agathe.albertini@jcdecaux.fr

Investor Relations

Alexandre Hamain
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr

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.