

## JCDecaux: 1<sup>st</sup> French company to be recognised for its contribution to the vitalization of the Japanese economy

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Luxembourg

Malaisie

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Norvège

Pays-Bas

Pologne

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**Paris, 1 September 2005** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, announced today that MCDecaux, a joint venture between JCDecaux SA (60%) and Mitsubishi Corporation (40%), has been recognised by the Japanese Minister of Finance, Trade and Industry for its outstanding contribution to the vitalization of the Japanese economy.

For the first time, this award has been made to four foreign companies, chosen from among 300 companies nominated by JETRO (Japan External Trade Organization). The criteria for their selection was to demonstrate how Japan could benefit from their excellence in developing new products, innovative services, technologies or high quality management, and, as a result, contributing to the vitality of the economy and the creation of job opportunities.

By introducing Japan to the concept of bus shelter advertising, which was invented in France by JCDecaux, MCDecaux provided Japanese local authorities with a new economic model, which offers a free service to citizens while enhancing cities. MCDecaux has been working with Japanese designers, manufacturing plants and local advertising agencies as well as creating employment by setting up a Japanese maintenance team.

Emmanuel Bastide, the Chairman of MCDecaux, received this award from Mr. Shoichi Nakagawa, the Minister of Finance and Industry, along with representatives of the three other award winning companies: Zara (Spain), Amazon (United States) and Rohde-Schwarz (Germany).

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"This award confirms the value of the work our local teams have contributed over the last five years, for which I congratulate them. To be recognised in this way is an honour for JCDecaux, not least because it comes from the government of the second strongest economy in the world. It demonstrates that, after 40 years, JCDecaux continues to demonstrate its position as a pioneer throughout the world and maintains its high standards in terms of quality and innovation. It is also symbolic of our ability to create jobs in countries where we have operations which, thanks to our organic growth, contributes to their economy."*

### Key figures of the Group

- 2004 revenues: € 1,627.3 million, H1 2005 revenues: € 833.7 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

JCDecaux SA

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[www.jcdecaux.com](http://www.jcdecaux.com)

Société Anonyme à Directoire et Conseil de Surveillance au capital de 3 379 284,27 euros - 307 570 747 RCS Nanterre - FR 44307570747

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*Certificate of Commendation*

*MCDecaux Inc.*

*In recognition of your outstanding contribution  
to the vitalization of the Japanese economy  
through foreign direct investment in Japan  
and new product and service innovations,  
as well as excellent skills and managerial techniques,  
and in grateful appreciation of your unparalleled record of  
achievement we are honored to present you  
with this certificate of commendation.*

*Shoichi Nakagawa  
Minister of Economy, Trade and Industry  
August 2005*

表彰状  
エムシードゥコーグル株式会社殿  
貴社は我が国への投資を通じて新しい製品・  
サービスや優れた技術・経営手法等の導入に努め  
我が国経済の活性化に大きく貢献されました  
その功績は誠に顕著なものがあります  
よってここに表彰いたします

平成十七年八月

経済産業大臣 中川昭

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