

## Acquisition of Media Partners International strengthens JCDecaux's number one position in China

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
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, 27 October 2005** - JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company in Europe and number two worldwide, announced today that the purchase of a 73.38% interest in Media Partners International Holdings Inc ("MPI"), a company listed on the Growth Enterprise Market ("GEM") of the Hong Kong Stock Exchange, completed on 26 October 2005. The total consideration was HK\$715 million (€75.1 million) or HK\$1.141 per share for the shares acquired and HK\$85 million (€8.9 million) for a convertible bond. The acquisition, by its wholly owned subsidiary JCDecaux Pearl & Dean Ltd, reinforces the Group's number one position in China and strengthens its leading network in the rapidly expanding Asian outdoor advertising market.

MPI operates metro advertising contracts in Shanghai (lines 1, 4 and 5), Guangzhou (line 1) and Nanjing, the light rail services in Beijing and the airport express line in Hong Kong. MPI is also a leading supplier of advertising services on the bus networks (18,400 buses) in China, where it is market leader in Shanghai, Nanjing, Chongqing and Chengdu. In the first half of 2005, MPI reported turnover of HK\$178.8 million (€17.9 million), up 18% as compared with the same period in 2004.

JCDecaux Pearl & Dean Ltd will launch a general offer for the remaining MPI shares at HK\$1.141 per share, in accordance with the regulations of the Hong Kong Stock Exchange.

During the year, JCDecaux has significantly strengthened its position in the outdoor advertising market in China. In January, the Group became an exclusive partner of Airports of Shanghai through a 15 year contract. JCDecaux then acquired MediaNation, one of the leading Chinese outdoor companies with over 100 transport advertising contracts for major cities in the country and it also acquired Texon, which operates the advertising on Hong Kong's world-class bus shelter network with more than 4,800 advertising panels.

Since it entered mainland China in January, JCDecaux has grown rapidly and now supplies advertising services across a national network of 95,000 advertising panels in 17 cities in China, Hong Kong and Macau. The Group currently operates advertising contracts for over 33,000 buses as well as the metros in Beijing, Shanghai, Guangzhou, Nanjing, Chongqing and Hong Kong and the Airports in Shanghai, Hong Kong and Macau. These important contracts generated pro-forma revenue in excess of HK\$1.7 billion (€170 million) in 2004, making China the third largest country for JCDecaux. The Group currently has 1 167 employees in mainland China, Hong Kong and Macau.

**Jean-Charles Decaux, Co-CEO of JCDecaux, stated:** *“The successful acquisition of MPI significantly strengthens our position as the number one outdoor advertising company in China. It will also allow us to accelerate our growth in the Chinese market, which is one of the most dynamic in the world. Our unique expertise in design and innovation will enhance the quality of the media, which will benefit our partners in city, transport and airport authorities, as well as advertising agencies and clients. In 2005, we have successfully built a major outdoor advertising network in mainland China that complements our existing presence and reinforces our position as the leading outdoor advertising company in the region. The Chinese advertising market, particularly outdoor, is one of the fastest growing in the world and together with our local partners, we will capitalise on the tremendous potential of this market”.*

## **Key Information on 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

## **Press Relations**

Agathe Albertini  
Tel : +33 (0)1 30 79 34 99  
Fax : +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto: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](mailto:alexandre.hamain@jcdecaux.fr)