

## Nine month revenues up 12.6% to €1,382.1 million, supported by solid organic growth

### 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  
Uzbekistan  
Ukraine

Paris, 25 October 2006 – 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 nine months ended 30 September 2006, reporting a 12.6% increase to €1,382.1 million compared to the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 7.8% for the first nine months of 2006.

In the third quarter, revenues increased by 10.8% to €436.3 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 8.3%. These results reflect the continued strong growth of Transport, the sound performance of Street Furniture and the good progress of Billboard, which reported double digit organic revenue growth in the quarter.

### Reported revenues

(in million €)	2006				Change (%)	
	Q1	Q2	Q3	9 months	Q3 06/05	9 months 06/05
<b>Street Furniture</b>	227.5	258.2	<b>208.6</b>	694.3	<b>3.5%</b>	5.8%
<b>Billboard</b>	103.9	118.5	<b>108.5</b>	330.9	<b>13.0%</b>	6.6%
<b>Transport</b>	110.8	126.9	<b>119.2</b>	356.9	<b>23.8%</b>	36.9%
<b>Total Group</b>	<b>442.2</b>	<b>503.6</b>	<b>436.3</b>	<b>1,382.1</b>	<b>10.8%</b>	<b>12.6%</b>

### Organic growth<sup>(1)</sup>

(in million €)	Change (%)	
	Q3 06/05	9 months 06/05
<b>Street Furniture</b>	<b>3.8%</b>	5.1%
<b>Billboard</b>	<b>13.7%</b>	6.9%
<b>Transport</b>	<b>12.1%</b>	15.7%
<b>Total Group</b>	<b>8.3%</b>	<b>7.8%</b>

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

**Street Furniture** revenues for the first nine months of 2006 increased by 5.8% to €694.3 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.1%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts, rose by 4.9% organically.

In the third quarter, revenues increased by 3.5% to €208.6 million (+3.8% on an organic basis) compared to the same period last year. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts, rose by 4.7% organically. In Europe, double digit revenue increases were reported in Spain, Austria, The Netherlands as well as in Germany and Italy, while in France, advertising revenues continued to grow. In Asia and the Rest of the World, double digit revenue growth was maintained while revenues from North America enjoyed sound progression.

**Billboard** revenues for the first nine months of 2006 increased by 6.6% to €330.9 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 6.9% over the period.

In the third quarter, revenues increased by 13.0% to €108.5 million (+13.7% on an organic basis). The Group produced double digit revenue growth in its key billboard markets including France, the United Kingdom, Austria and Portugal.

**Transport** revenues for the first nine months of 2006 increased by 36.9% to €356.9 million, following the 2005 acquisitions of MediaNation and Media Partner International in China. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 15.7% over the period.

In the third quarter, revenues increased by 23.8% to €119.2 million. Organic revenue growth reached 12.1% over the period. Double-digit organic revenue growth was achieved in a number of key markets including France, Germany, Spain, Portugal, and the United States, where revenues were boosted by the renewed and extended contract with the New York Airports. Solid revenue increases were also reported in Austria and Italy, while market conditions remained challenging in the United Kingdom.

Commenting on the third quarter revenues, Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO, said:

*“We are very pleased to report group organic revenues growing in high single digits for the third consecutive quarter. This progression reflects a strong revenue improvement in Billboard, further double-digit growth in Transport revenues and sound advertising revenue growth from Street Furniture. While market conditions improved in many countries including France, our revenue growth outperformed overall advertising markets reflecting our investment in both high quality advertising networks and strong sales and marketing teams.*

*The double-digit revenue increase from Transport advertising, the overall improvement in the French advertising market compared to 2005, as well as the good progress of our North American and Asia-Pacific operations, should continue fuelling our organic revenue growth, which we still expect to be above 6% for 2006 - comfortably ahead of forecasts for growth in the worldwide advertising market.”*

**Next information :**

2006 Full Year Revenues on 30 January 2007, after market

**Key Figures for the Group:**

- 2005 revenues: €1,745.2M ; H1 2006 revenues: € 945.8M
- 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 panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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**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.