

## MCDecaux wins the advertising bus shelter contract for Osaka, the 3<sup>rd</sup> largest city in Japan

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**Paris, November 30, 2006** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announced today that MCDecaux (a joint venture between JCDecaux SA and Mitsubishi Corporation, 60% held by JCDecaux), has been awarded the contract for Osaka's advertising bus shelters following a public tender. MCDecaux submitted a proposal for 500 shelters representing a total of 900 advertising panels for a period of 20 years.

Osaka, which is Japan's 3<sup>rd</sup> largest city with more than 2.6 million inhabitants, is the capital of Kansai, the country's second most important economic region.

With 5 bus shelters planned for installation in the very near future, the first six months will be devoted – in accordance with the usual practice in Japan – to a presentation of the concept of advertising bus shelters to Osaka residents and to a survey of their reactions. If the approval ratings are positive, the contract will be confirmed.

It was following the same citizens' consultation process and positive approval ratings from more than 70% of the population that the contracts for Yokohama (Japan's 2<sup>nd</sup> largest city with 3.5m inhabitants), Nagoya (4<sup>th</sup> largest city with 2.2m inhabitants), Kobe (6<sup>th</sup> largest city with 1.5m inhabitants) and Okayama (19<sup>th</sup> largest city with 0.6m inhabitants) were confirmed. In these four cities, the bus shelter installation plan is currently undergoing full-scale deployment.

MCDecaux is also the largest operator of shopping center advertising in Japan, managing more than 100 shopping centers on behalf of the 2 largest retailers, Aeon Group and Ito Yokado, and reaching almost 50 million consumers every month.

**Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux and Co-CEO**, made the following comment: *"We are delighted by this win and the confidence that the City of Osaka has shown in us and the bus shelter advertising concept that MCDecaux has introduced to Japan.*

*This new contract will accelerate our rate of growth in the world's second largest advertising market where 11.5% of the €39bn spent on advertising is on Outdoor."*

**Key Figures for the Group JCDecaux:**

- 2005 revenues: €1,745.2M, Q3 2006 revenues: €1,382.1M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices. JCDecaux has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion.
- 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 over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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