

## JCDecaux-Publicis Groupe

### Proposed reorganisation of outdoor advertising assets

#### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Republic of China  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay

**Paris, 16 May 2005** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, and Publicis Groupe, longstanding partners in outdoor advertising, announced today that they are holding discussions with a view to reorganizing their portfolio of outdoor interests.

In accordance with legal requirements, the work councils of JCDecaux, Métrobus and Medias & Régies Europe have received notification of meetings to be held on 25 May for information and consultation purposes regarding discussions underway related to JCDecaux and Medias & Régies Europe's subsidiary Metrobus, on the one hand, and JCDecaux and Medias & Régies Europe on the other.

Specifically the reorganisation would involve JCDecaux acquiring the following:

In France:

- Medias & Régies Europe's 50% interest in SOPACT (Société de Publicité des Abribus et Cabines Téléphoniques), the company that manages the advertising contract for bus shelters in Paris.
- A 33% interest in Metrobus, the company that manages advertising space in the metro, RER suburban rail system and buses for the RATP (Paris urban transport), as well as advertising space in the Marseille metro and bus networks in some 60 other French cities. Building on the recognized expertise of Metrobus, this acquisition will further strengthen the transport advertising business in subways, buses and railway stations and provide opportunities for international growth.

In the Netherlands:

- Medias & Régies Europe's 50% interest in both JCDecaux Nederland BV and VKM, the companies that manage the street furniture contracts for the main Dutch cities.

Following these transactions, JCDecaux would be the sole owner of SOPACT, JCDecaux Nederland BV and VKM.

The proposed reorganization of the ownership of the three companies should not, if realized, have any impact on operations or employment.

### **Key Information on the Group**

- 2004 revenues: €1,627.3 million ; Q1 2005 revenues : €379.7 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

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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.