

H1 2007 BUSINESS REVIEW

Paris, 24 July 2007 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, published today its business review for the first half of 2007, as required by the new publication rules following the transposition of the European “Transparence” directive into French national law.

1. 1st HALF OF 2007: BUSINESS HIGHLIGHTS

1.1 Key contract wins

Europe

France

- In January, JCDecaux was awarded two public tenders: a 12-year contract for street furniture in Strasbourg and surrounding urban areas (Communauté Urbaine de Strasbourg - CUS), which comprises 28 boroughs and 427,000 inhabitants; a 14-year contract for tramway shelters with the Strasbourg transport company (Compagnie des Transports Strasbourgeois - CTS). The CUS contract has been renewed and extended to cover the whole of the region.
- The Group also won a public tender for street furniture and self-service bicycles in Mulhouse and its suburbs. The 15-year contract covers not only the towns of Mulhouse, Illzach and Kingersheim but also the area covered by SITRAM (*Syndicat intercommunal des transports de l'agglomération mulhousienne* – the Mulhouse regional transport company) with a total population of 234,000 inhabitants. The street furniture contract being renewed relates to 263 bus shelters, 183 2m² MUPI® (street furniture displaying information), 88 8m² billboards and 7 columns. It represents around 1,050 advertising panels.

200 bicycles and 20 Cyclocity® stations will also be installed. With this contract, Mulhouse becomes the 1st town in eastern France to adopt this mode of individual public transport, which has met with unprecedented success since it was installed in Lyon in May 2005.

JCDecaux announced in January having renewed seven regional street furniture contracts through public tenders over the last few months. The cities have a combined population of nearly 380,000 inhabitants. The contracts cover 945 2m² advertising panels and 150 8m² advertising panels. The municipalities that have chosen JCDecaux are: Aurillac, Cambrai, Chalonsur Saône, La Baule, Marcq en Baroeul, Roanne and Sète.

- In February, JCDecaux announced having renewed eight street furniture contracts in the Ile-de-France region. The cities concerned represent an aggregate population of almost 295,000 inhabitants. These contracts concern a total of 634 2m² advertising panels and 94 larger format 8m² panels. The municipalities that chose JCDecaux are: Alfortville, Charenton-le-Pont, Levallois-Perret, Lognes, Maurepas, Melun, Neuilly-sur-Seine and Saint-Mandé.
- On 27 February 2007, SOMUPI (a subsidiary held 66% by JCDecaux and 34% by Médias et Régies Europe - Publicis Group), signed a 10-year self-service bicycle and street furniture contract with the City of Paris. The award of the contract, which the Mayor of Paris was authorised to sign by unanimous vote during the meeting of the Council of Paris on 12 February 2007, follows the 23 February 2007 ruling of the Paris Administrative Court that rejected Clear Channel's request for invalidation of the public tender procedure.

The bicycle scheme of 20,600 bicycles in 1,451 stations will create over 400 jobs (285 full time jobs). Staff are being recruited and will undertake training in JCDecaux's continuing education centre to become proficient in bicycle maintenance and to offer users the best service. Maintenance teams will travel either by bicycle or in environmentally friendly vehicles.

This eco-friendly self-service bicycle system was specially designed for Paris and is the largest ever established in the world. It will be financed by the advertising revenues from the operation of 1628 2m² and 8m² street information scrolling displays. The bicycle system (called “Vélib” in Paris) has been launched on 15 July 2007 and will be fully implemented by the end of 2007.

- In April, JCDecaux won a 15-year street furniture and self-service bicycle contract for Besançon (population: 118,000) following a public tender. Besançon has demonstrated its strong sustainable development policy with its choice of Cyclocity® and through its charter for diversity and equal opportunities that JCDecaux has signed.

JCDecaux also won a 15-year street furniture contract for the urban community of Grand Nancy (population: 267,000 – 20 cities including Nancy) following a public tender. The contract provides 1,532 advertising panels.

United Kingdom

- In February, JCDecaux announced having signed a 5-year contract (with a 5-year extension provision) with BT Payphones in the UK. Under the contract, which was previously held by Clear Channel, JCDecaux will market the advertising space on up to 50,000 of BT's public payphones in England, Wales and Scotland under the brand name StreetTalk. The new revenue from these faces is reported within JCDecaux UK's Billboard Division.

Spain

- In March, JCDecaux won a public tender for the city of Seville, Spain's 4th largest city, to install and operate 500 2m² scrolling advertising panels as well as to install, maintain and manage 2,500 self-service bicycles and 250 stations for a period of 20 years. The bid was unanimously selected by both the technical managers and political representatives. Seville will be the third Spanish city after Gijon and Cordoba to benefit from Cyclocity®, the self-service bicycle system designed and developed by JCDecaux, which offers an environmentally friendly, simple and cheap means of transport, for short trips around the city.

Lithuania

- In April, JCDecaux was awarded an exclusive 15-year Street Furniture contract with the City of Vilnius. The award covers the refurbishment, maintenance and management of 700 bus shelters, 200 columns, 250 free standing panels, and almost doubles JCDecaux's inventory in the City of Vilnius which accounts for 50% of GDP in Lithuania.

Estonia

- In April, JCDecaux was awarded a 15-year Street Furniture contract with the City of Tallinn. The award covers the installation, maintenance and management of 320 bus shelters, 140 free standing panels and 18 public toilets. This new contract will secure JCDecaux's presence in the City of Tallinn which is inhabited by one third of the country's population and which accounts for more than 50% of GDP in Estonia.

Norway

- In May, JCDecaux was awarded a 14-year Street Furniture contract with the National Road Authority for the County of Rogaland. Rogaland is the 3rd largest urban area in Norway with a population of 405,000 and includes Stavanger, the Norwegian "Oil Capital" and the shipping centre of Haugesund. The award covers the installation, maintenance and management of 700 bus shelters. This new contract will secure JCDecaux's presence in the region and its market leading position in the Street Furniture segment in Norway.

Belgium

- In June, JCDecaux was awarded the management of Brussels Airport's advertising. The contract will come into effect on 1 January 2008 for a period of 10 years. The contract is a recognition of JCDecaux Airport's expertise, which, by innovating and creating state of the art solutions, will provide optimal advertising visibility for the 16 million national and international passengers that use Brussels Airport.

North America

United States

- In February, CBS/Decaux (a 50/50 joint venture between CBS Outdoor and JCDecaux North America) was awarded an exclusive 10-year contract with two five-year extensions to develop and maintain street furniture for the City of Glendale, California. Located in a prominent part of the Los Angeles market, Glendale is a strong vibrant city with a corporate business center and active commercial districts. It has a very successful development program that will provide advertisers with access to quality demographic customers in an area of the market where outdoor inventory is extremely limited.

Asia-Pacific

Japan

- In June, MCDecaux, a joint venture between JCDecaux SA (60%) and Mitsubishi Corporation (40%), was awarded four new contracts. The 20-year contracts were signed with private bus operators for the installation of bus shelters in the cities of:
 - Sapporo, 5th largest Japanese city with a population of 1.9 million,
 - Kita-Kyushu, 13th largest city in Japan with a population of 1 million,
 - Sakai, 15th largest city with a population of 0.8 million,
 - Hamamatsu, 17th largest city with a population of 0.8 million, the historic headquarters of Yamaha, Suzuki and Honda.With contracts in thirteen of the twenty largest Japanese cities and the potential for more than 2,600 bus shelters and 4,500 advertising panels, MCDecaux is expanding its presence in the Japanese urban environment.

1.2 Partnerships and acquisitions

Europe

Germany

- In April, JCDecaux strengthened its partnership with Wall, in which it holds a 35% interest. As part of this process, JCDecaux transferred 100% of its German subsidiaries VVR-Decaux (Berlin) and Georg Zacharias (Düsseldorf) to Wall. In exchange, Wall AG transferred 100% of its Dutch subsidiary (Wall Nederland), 10% of its American subsidiary (Wall USA, already held 50% by JCDecaux) and 100% of its Russian subsidiary (Wall Russia) to JCDecaux.

These transfers allow JCDecaux to add to its networks and expand its offer for advertisers in three key markets.

Finally, a new 50/50 company will be created where both JCDecaux and Wall will bring their entire advertising portfolio to set up a unique national sales platform combining the high quality advertising locations in the main cities of Berlin, Hamburg, Cologne, Stuttgart, Leipzig, Dresden and Düsseldorf. This company requires the approval of the German competition authority, which is still pending.

Middle East

Qatar

- In April, JCDecaux announced its first move into the Middle East through a joint venture agreement with Qatar Media Services in order to provide the City of Doha with outdoor advertising furniture and displays. Following this agreement, the Joint Venture called QMS Decaux will be equally owned by JCDecaux and by Qatar Media Services and will manage all outdoor advertising activities in Qatar. Qatar Media Services (QMS) is the exclusive media representative for Qatari media such as television, press networks and outdoor advertising.

Central Asia

Kazakhstan

- In June, JCDecaux announced its move into Kazakhstan through the purchase of 50% of the shares of RTS Perekrestok. First established in 1998, RTS Perekrestok operates 730 bus shelters in 14 Kazakh cities, most of them in Almaty, the main city, and in Astana, the capital, making it the leader in street furniture advertising in Kazakhstan.

RTS Perekrestok, renamed RTS Decaux, will enable JCDecaux to develop further in the Kazakh outdoor advertising market, notably in Almaty and Astana.

1.3 Sales & Marketing

- In April, JCDecaux signed a 5-year worldwide alliance with Unilever. The agreement follows the success of the existing Pan-European alliance signed between the two companies in 2002 and involves the utilisation of JCDecaux's outdoor networks and a commitment to a strategic partnership in developing and emerging markets. The immediate focus will be the 41 countries where both Unilever and JCDecaux have a presence. The agreement covers Unilever's entire portfolio of brands.

1.4 Subsequent events

Eastern Europe

JCDecaux recently contemplated streamlining the organisation of Europlakat International (EPI), 50-50 held by JCDecaux and Affichage Holding. This rationalization is being conducted with the support of Affichage Holding.

During the second half of 2007, JCDecaux could take direct control of EPI's subsidiaries in Croatia and Slovenia, while Affichage Holding could take direct control of EPI's subsidiaries in Bosnia, Bulgaria, Hungary, Serbia and Montenegro.

2. H1 2007 REVENUES

Revenues for the six months ended 30 June 2007 were up 7.7% to €1,019.0 million compared to the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 6.9%, reflecting a strong second quarter. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 7.1% organically over the period.

In the second quarter, consolidated revenues grew by 8.4% to €545.9 million (+7.9% on an organic basis) compared to the same period last year. This growth in revenues reflects improvement across all three divisions with a very strong progression in Transport, which showed double-digit organic growth, and a solid performance from Billboard. Core advertising revenues rose by 7.4% organically over the period.

With the exception of France, all geographic regions produced strong organic revenue growth over the first half, with particularly robust revenue performances in the United Kingdom, Asia-Pacific and in the Rest of the World, each of which achieved double-digit revenue growth.

Revenues by activity:

Reported revenues

€ M	2007			2006			Change 07/06 (%)		
	Q1	Q2	H1	Q1	Q2	H1	Q1	Q2	H1
Street Furniture	239.0	271.3	510.3	227.5	258.2	485.7	5.0%	5.1%	5.1%
Transport	120.6	145.9	266.5	110.8	126.9	237.7	8.8%	15.0%	12.1%
Billboard	113.5	128.7	242.2	103.9	118.5	222.4	9.2%	8.6%	8.9%
Total	473.1	545.9	1,019.0	442.2	503.6	945.8	7.0%	8.4%	7.7%

Organic growth ⁽¹⁾

	Change 07/06 (%)		
	Q1	Q2	H1
Street Furniture	3.6%	3.7%	3.6%
Transport	7.6%	16.4%	12.3%
Billboard	8.5%	7.8%	8.1%
Total	5.8%	7.9%	6.9%

Revenues by geographic area:

	H1 2007 (€m)	H1 2006 (€m)	Reported growth (%)	Organic growth ⁽¹⁾ (%)
France	288.7	294.7	-2.2%	-2.0% ⁽²⁾
United Kingdom	146.2	125.2	16.8%	16.4%
Rest of Europe	379.0	338.3	12.0%	8.1%
Asia-Pacific	130.8	116.1	12.7%	14.6%
North America	66.4	64.5	2.9%	7.8%
Rest of the world	7.9	7.0	12.9%	14.7%
Total Group	1 019.0	945.8	7.7%	6.9%

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

(2) Core advertising revenues in France decreased by 0.2% in the first half of 2007 compared to the same period last year

Street Furniture revenues for the first half of 2007 increased by 5.1% to €510.3 million from €485.7 million in the first half of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 3.6%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 5.2% organically.

In the second quarter, revenues increased by 5.1% to €271.3 million (+3.7% on an organic basis) compared to the same period last year. Core advertising revenues rose by 4.3% organically.

In Europe, market conditions were favourable in most countries, with particular strong performances in Spain and Scandinavia where double-digit revenue growth was achieved. Germany continued to benefit from an improving advertising environment and produced strong revenue growth, while the UK recorded sound advertising revenue growth over the period. In France, advertising revenues were flat over the quarter. While market conditions were challenging in April and May, partly due to the French elections and the move of some specialist retailers from Street Furniture to TV advertising, revenues have seen a recovery in June.

Transport revenues improved by 12.1% to €266.5 million from €237.7 million in the first half of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 12.3%.

In the second quarter, revenues increased by 15.0% to €145.9 million (+16.4% on an organic basis). Double-digit organic revenue growth was achieved in many European countries including Spain, Portugal, Italy and Scandinavia. Central and Eastern Europe produced high revenue growth over the period and sound growth was achieved in France.

Double digit revenue increases were achieved in China, Hong Kong and the United States, which benefited from the start of the Los Angeles Airport advertising program.

Billboard revenues for the first half increased by 8.9% to €242.2 million from €222.4 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 8.1% over the period.

In the second quarter, revenues increased by 8.6% to €128.7 million (+ 7.8% on an organic basis).

With double-digit organic revenue growth, the United Kingdom continued to report the best performance overall, benefiting from both a strong market outperformance and the recently-signed contract with BT payphones. Double digit growth was also recorded in Spain while revenue progression was solid in Ireland. In France, revenues were slightly down over the quarter.

Commenting on the first half revenues, Jean-François Decaux, Chairman of the Board and co-Chief Executive Officer, said:

“As anticipated, overall organic revenue growth accelerated in the second quarter compared to the first, reflecting strong performances from our Transport and Billboard divisions, and revenue progression in all our geographies, with the exception of France, where advertising revenues were flat.

We continue to expect that our organic revenue growth in 2007 will be similar to that of 2006, within a likely range of 7-8%, reflecting ongoing strength in the Transport division, a stronger growth rate in Street Furniture and improved market conditions in France.”

3. MAIN RISKS & UNCERTAINTIES FOR THE FIRST HALF OF 2007

During the second half of 2007, JCDecaux will be exposed to the usual risk factors and business uncertainties, which are inherent to the Group's activity. For a more detailed risk description, please refer to the “Risk factors” chapter in the English version of JCDecaux's 2006 “Document de Référence” (pages 180-183).