

JCDecaux wins tender for MTR advertising rights in Hong Kong

Out of Home Media

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Czech Republic
Denmark
Estonia
Finland
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Iceland
India
Ireland
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Poland
Portugal
Qatar
Russia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Paris, January 15, 2008 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide announced today that JCDecaux Pearl & Dean - a 100% subsidiary of JCDecaux - has signed an exclusive 5-year contract with the MTR Corporation in Hong Kong for the operation and management of outdoor advertising across the six MTR lines in the urban area and the Airport Express. The contract has been divided into two parts, one covering MTR Main Products and the other dedicated to MTR Plasma TV Networks, which will be handled by a newly-created Digital Division. Advertising revenue of HK Dollars 3,428m (308 million euros) over the 5-year contract is expected to be generated.

JCDecaux Pearl & Dean has held the MTR advertising contract since the metro system started operating in 1977. MTR advertising is widely recognised as the world's Number 1 metro advertising medium in terms of innovation and creativity. The specified lines carry 2.5 million passengers per day, and dominate the outdoor advertising market in Hong Kong.

China has become JCDecaux's third largest market in the world by revenue. The Company is now present in 21 cities, providing bus, airport and street furniture advertising formats. It operates metro contracts in seven cities: Shanghai, Beijing, Hong Kong, Tianjin, Nanjing, Guangzhou and Chongqing.

Ms Jeny Yeung, General Manager, Marketing and Station Commercial of the MTR Corporation, said: "We are delighted that JCDecaux will continue to be our advertising partner. This choice reflects our confidence in the company's expertise and its ability to maintain the MTR's position as market leader in outdoor advertising in Hong Kong, and to develop our advertising business further, especially in the field of digital media."

Jean-Charles Decaux, co-Chief Executive of JCDecaux, said: "JCDecaux is honoured to be chosen again as the exclusive advertising operator of the MTR's urban network and the Airport Express over the next 5 years. The MTR's confidence in us reflects our ability to build a successful partnership with a major transport authority and to continually develop the transport advertising medium. The new contract dedicated to Plasma TV Networks will pave the way for JCDecaux Transport to better understand and develop our new digital strategy in Hong Kong. "

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A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 2007 9 first months revenues: €1,506.9m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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