

## JCDecaux renews landmark street furniture contract in Hamburg

### Out of Home Media

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**Paris, October 24, 2007** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announced today that it had renewed its street furniture contract with the City of Hamburg. The new 15-year contract which commences in 2009 includes over 2,000 bus shelters, 350 free-standing panels and 55 scrolling billboards. The additional advertising panels represent an increase of 30% compared to the current portfolio which the Company has been operating since 1982.

The City of Hamburg is the media capital and has the highest GDP per capita in Germany. With 1.7million people, Hamburg is second only to Berlin in size and is the 7<sup>th</sup> largest city in Europe.

**Jean-François Decaux, Chairman and Co-CEO of JCDecaux,** said: *"This landmark street furniture contract in Hamburg reinforces our position in the 3rd largest advertising market in the world. In combination with our strong presence in Germany's other key cities such as Cologne, Munich and Berlin (through our partnership with Wall) JCDecaux is well positioned to benefit from the growth potential of the German outdoor advertising market, which represents only 3.5% of media spend.*

#### JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 2007 H1 revenues: €1,019.0m
- 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

#### Communications Department

Press Relations  
Agathe Albertini  
Tel: +33 (0)1 30 79 34 99  
Fax: +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

#### Corporate Finance Department

Investor Relations  
Alexandre Hamain  
Tel: +33 (0)1 30 79 79 93  
Fax: +33 (0)1 30 79 77 91  
[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)