

## JCDecaux receives the 2007 Investment Prize in Japan

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**Paris, November 20, 2007** – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and No.2 worldwide, announces that MCDecaux (a joint venture between JCDecaux SA and Mitsubishi Corporation, in which JCDecaux owns a 60% interest) was recently awarded the *2007 Investment Prize in Japan* by the Nikkei and the French Agency for International Investment (AFII).

This prize, which sets out to reinforce the economic image enjoyed by France in Japan, has now been awarded for the fourth time; award-winners in previous years include Axa, Lafarge, Renault, Air Liquide, Michelin and Saint-Gobain.

By introducing the bus shelter advertising concept to Japan, MCDecaux has familiarised local Japanese authorities with a new economic model that offers citizens a free service while simultaneously helping to improve the facilities offered by the city. This concept was invented by JCDecaux in France. MCDecaux has also managed to make its activities an integral part of the Japanese economy by working closely with local designers, manufacturers and advertising agencies as well as by creating new jobs with the appointment of a Japanese team.

As the largest operator of advertising networks on bus shelters and in shopping centres in Japan, MCDecaux is now present in 13 of the 20 largest Japanese cities, including Yokohama, Osaka and Nagoya, and manages 130 shopping centres that attract 60 million consumers every month.

Thomas Guédron, Chairman of MCDecaux, was presented with this award by Philippe Favre, Chairman of AFII.

**Jean-Charles Decaux, CEO of JCDecaux**, made the following statement: *“This award pays tribute to the quality of the work carried out over the past seven years both with our partners from Mitsubishi Corporation and by our local teams, to whom I would like to extend my warmest congratulations. As this award demonstrates, JCDecaux continues to win recognition as a pioneering company after 43 years in operation, maintaining the highest standards in terms of quality and innovation throughout the world. This prize also symbolises our ability to create, thanks to our organic growth, new value in the countries in which we do business and so contribute to the dynamism of their local economies.”*

### JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 9 first months 2007 revenues: €1,506.9m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 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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