

## JCDecaux wins the street furniture contract for Nanterre

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**Paris, October 22, 2007** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, has been awarded, the 10-year street furniture contract for the city of Nanterre (86,700 inhabitants) following a competitive tender. Nanterre is the administrative centre of the Hauts-de-Seine region.

This new street furniture contract, previously held by a competitor, concerns a total of 143 2m<sup>2</sup> MUPI<sup>®</sup> (city information panels) and advertising bus shelters, representing a total of **391 2m<sup>2</sup> advertising panels**. The street furniture products to be installed have all been designed by JCDecaux: Mupi Forum and Millénium bus shelters.

Following the signature of the contract, **Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"Nanterre is not only the second largest city in the Hauts-de-Seine region, encompassing part of La Défense business district, but is also the sixth largest city in the Ile-de-France region. Our presence in this city will allow JCDecaux to provide advertisers and agencies a stronger advertising network in the Ile-de-France region, an area that represents 2% of the French territory with 19% of the French population, and 29% of the national GDP."*

#### 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

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