

## JCDecaux wins the Strasbourg advertising contracts for street furniture and tramway shelters

### Out of Home Media

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**Paris, 8 January 2006** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, has been 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 427,250 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. It now consists of 800 bus shelters, 330 MUPI<sup>®</sup> 2m<sup>2</sup> panels and 80 Senior<sup>®</sup> 8m<sup>2</sup> billboards.

The Strasbourg transport company contract has been extended and covers 72 double tramway shelters and 4 triple tramway shelters.

Designed by Lord Norman Foster, the street furniture includes approximately 2900 advertising panels.

**Jean-Charles Decaux, Chairman of the JCDecaux board and Co-CEO** stated: *"These exciting contract wins in Strasbourg underline JCDecaux's ability to provide the highest levels of service to cities and their inhabitants. Quality, cleaning, maintenance and sustainable development were at the centre of both tenders. To this respect, Strasbourg's demanding expectations were consistent with JCDecaux's core values. These enable JCDecaux to continually reinforce and improve its advertising offer, providing advertisers and media agencies with the most performing networks in Strasbourg as in the rest of France."*

### Key Figures for the Group JCDecaux:

- 2005 revenues: €1,745.2M, Q3 2006 revenues: €1,382.1M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices. JCDecaux has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion.
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards ( 200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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