

## FIRST QUARTER 2007: REVENUES UP 7.0%, DRIVEN BY SOLID ORGANIC REVENUE GROWTH

### Out of Home Media

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**Paris, 9 May 2007 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today its revenues for the three months ended 31 March, 2007. On a reported basis, revenues increased by 7.0% to €473.1 million compared to €442.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.8%, reflecting improvement across all three divisions, particularly in Billboard. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 6.8% organically.

Q1 Revenues	2007 (€m)	2006 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	239.0	227.5	5.0%	3.6%
Transport	120.6	110.8	8.8%	7.6%
Billboard	113.5	103.9	9.2%	8.5%
<b>Total</b>	<b>473.1</b>	<b>442.2</b>	<b>7.0%</b>	<b>5.8%</b>

(1) excluding acquisitions/divestitures and the impact of foreign exchange

**Street Furniture** revenues increased by 5.0% to €239.0 million from €227.5 million in the first quarter of 2006. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 3.6% over the period. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose strongly (+ 6.4% organically).

In Europe, market conditions continued to strengthen in a number of countries and double-digit revenue increases were reported in the United Kingdom, Germany, Scandinavia and Spain. Portugal and Italy reported solid revenue growth over the quarter while advertising revenues declined slightly in France, in part due to the move of a small number of specialist retailers from Street Furniture to TV advertising.

In Asia-Pacific and the Rest of the World, revenues continued to produce double-digit organic revenue growth.

**Transport** revenues rose by 8.8% to €120.6 million from €110.8 million in the first quarter of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 7.6%. Organic revenues grew in double digits across many geographies including the large markets of France, Spain and Portugal, while the United States and Austria produced high single-digit revenue growth over the period.

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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

**Billboard** revenues improved by 9.2% to €113.5 million from €103.9 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 8.5%. With double-digit organic revenue growth, the United Kingdom reported the best performance overall, benefiting from both a strong market outperformance and the recently-signed contract with BT payphones. Portugal and Ireland also grew in double digits over the period, while Spain and Austria produced strong revenue increases. In France, despite the opening of broadcast TV advertising to retailers, revenues grew slightly.

Commenting on the first quarter revenues and prospects for 2007, Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

*“As anticipated, our first quarter advertising revenues showed solid organic growth, reflecting sound increases across our three segments, and the particularly good performance of our Billboard division.*

*We continue to expect that our organic revenue growth in 2007 will be similar to that in 2006, within a likely range of 7-8%, reflecting the good opportunities in our markets and an acceleration of revenue growth in Transport.”*

#### **Next information:**

Annual Shareholders Meeting: 10 May 2007  
Q2 2007 revenues: 24 July 2007 (after market)

#### **Key Figures for the Group:**

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and around 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels)
- N°1 in Europe for billboards (216,000 advertising panels)
- N°1 in outdoor advertising in China (83,000 advertising panels in 21 different cities)
- N°1 worldwide in self service bicycles
- 763,000 advertising panels in 48 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,100 employees

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#### **Forward Looking Statement**

Certain statements in this release constitute « forward-looking statements » within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. The words or phrases « guidance », « expect », « anticipate », « estimates » and « forecast » and similar words or expressions are intended to identify such forward-looking statements. In addition, any statements that refer to expectations or other characterizations of future events or circumstances are forward-looking statements. Various risks that could cause future results to differ from those expressed by the forward-looking statements included in this release include, but are not limited to : changes in economic conditions in the U.S. and in other countries in which JCDecaux

currently does business (both general and relative to the advertising and entertainment industries) ; fluctuations in interest rates ; changes in industry conditions ; changes in operating performance ; shifts in population and other demographics ; changes in the level of competition for advertising dollars ; fluctuations in operating costs ; technological changes and innovations ; changes in labor conditions ; changes in governmental regulations and policies and actions of regulatory bodies ; fluctuations in exchange rates and currency values ; changes in tax rates ; changes in capital expenditure requirements and access to capital markets. Other key risks are described in the JCDecaux reports filed with the U.S. Securities and Exchange Commission. Except as otherwise stated in this news announcement, JCDecaux does not undertake any obligation to publicly update or revise any forward-looking statements because of new information, future events or otherwise.