

## JCDecaux wins the contract for bus and tramway shelters awarded by the *Communauté d'Agglomération Nice Côte d'Azur*

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**Paris, November 6, 2006** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, has been awarded a 15-year contract covering the bus and tramway shelters of the *Communauté d'Agglomération Nice Côte d'Azur* (CANCA) following a competitive public tender. The contract covers an urban community of 24 municipalities, including Nice and the French Riviera, and reaches a total of 500,000 inhabitants.

The contract, which was renewed and extended, covers a total of 500 advertising bus shelters and 166 advertising tramway shelters (confirmed and optional shelters included). All these street furniture items have been designed by the Australian designer Philip Cox, and represent a total of approximately 1,100 2m<sup>2</sup> advertising panels.

JCDecaux has also been awarded the contracts for Aix-en-Provence, Cannes and Marseilles in 2006. The contract for the *Communauté d'Agglomération Nice Côte d'Azur* further consolidates the strength of the JCDecaux networks in the Provence Alpes Côte d'Azur region in the south of France.

Commenting on the contract renewal, **Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux and Co-CEO**, said: *"In choosing us once again, the Communauté d'Agglomération de Nice Côte d'Azur and its 24 municipalities further acknowledge JCDecaux's active commitment to quality and innovation. By offering municipalities throughout France a choice of street furniture that meets their needs and caters for the changes in their public transport policies, specifically the adoption of tramway networks, we are helping to improve the life of their inhabitants."*

#### **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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