

JCDecaux

JCDecaux is awarded the contract for street furniture with advertising space and for a self-service bicycle hire scheme by the city of Amiens

Paris, December 10, 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, within the framework of a competitive tender process, the contract to provide street furniture and a self-service bicycle hire scheme for the city of Amiens (136,000 inhabitants) for a period of 15 years.

The contract for street furniture with advertising space concerns 161 2m² MUPI[®] city information panels, 230 bus shelters, 83 8m² billboards and 4 columns designed for posters advertising cultural activities. The contract represents a total of 913 advertising panels. The units to be installed are original JCDecaux creations or the work of the prestigious designers and architects: Sir Norman Foster, Mario Bellini and Patrick Lemerdy.

The agreement also covers the installation of 313 Cyclocity[®] bicycles and 25 docking stations financed by advertising carried on the street furniture and by revenue generated by the self-service bicycle hire scheme. Amiens will become the first city in Northern Picardy to adopt this new means of individual public transport.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *“This new contract reinforces JCDecaux in its commitment to quality, innovation and sustainable development in Street Furniture. The installation of Cyclocity[®] in Amiens demonstrates that this concept, designed and developed by JCDecaux, is increasingly a factor taken into consideration by municipal authorities when examining their new urban travel policies. This new contract with Amiens further strengthens our position as world leader for self-service bicycle hire schemes.”*

Key figures of the JCDecaux Group:

- 2006 revenues: €1,946.4m; revenues for the first 9 months of 2007: €1,506.9m
- 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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