

## 2008 revenues up 2.9% to €2,168.6 million, supported by solid organic revenue growth of 6.3%

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, 29 January 2009 - JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today 2008 revenues of €2,168.6 million, an increase of 2.9% compared with 2007. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 6.3%, again significantly outperforming the global advertising market in 2008. Double-digit organic revenue growth was reported in Transport, while Street Furniture achieved robust mid-single digit organic revenue growth. Despite a highly challenging second half of the year, Billboard organic revenue growth was slightly positive. Although revenue growth has mainly been driven by emerging markets, mature markets such as France and North America delivered strong performances. While the businesses in the UK and Spain were affected by a very difficult macro environment, they still outperformed their domestic outdoor advertising markets.

In the fourth quarter, revenues grew by 1.0% to €605.4 million (+1.7% on an organic basis) compared to the same period last year. Organic revenues grew faster than reported revenues during the fourth quarter due to negative foreign exchange variations, mainly the continued weakening of the British pound versus the euro, which was not totally offset by the recovery of the US dollar, the Chinese Yuan and the Hong Kong dollar. Lower organic revenue growth in the fourth quarter has been reported in all divisions and geographies reflecting the extraordinarily difficult market conditions following the deepening of the financial crisis in September and a strong reduction in trading visibility.

### By activity:

| Full Year Revenues | 2008 (€m)      | 2007 (€m)      | Reported growth (%) | Organic growth <sup>(1)</sup> (%) |
|--------------------|----------------|----------------|---------------------|-----------------------------------|
| Street Furniture   | 1,063.5        | 1,042.8        | 2.0%                | 4.5%                              |
| Transport          | 629.0          | 574.1          | 9.6%                | 14.4%                             |
| Billboard          | 476.1          | 489.7          | - 2.8%              | 0.6%                              |
| <b>Total Group</b> | <b>2,168.6</b> | <b>2,106.6</b> | <b>2.9%</b>         | <b>6.3%</b>                       |

| Q4 Revenues        | 2008 (€m)    | 2007 (€m)    | Reported growth (%) | Organic growth <sup>(1)</sup> (%) |
|--------------------|--------------|--------------|---------------------|-----------------------------------|
| Street Furniture   | 304.9        | 305.4        | - 0.2%              | 1.5%                              |
| Transport          | 176.4        | 163.5        | 7.9%                | 4.2%                              |
| Billboard          | 124.1        | 130.8        | - 5.1%              | - 1.2%                            |
| <b>Total Group</b> | <b>605.4</b> | <b>599.7</b> | <b>1.0%</b>         | <b>1.7%</b>                       |

### By geographic area:

| Full Year Revenues    | 2008 (€m)      | 2007 (€m)      | Reported growth (%) | Organic growth <sup>(1)</sup> (%) |
|-----------------------|----------------|----------------|---------------------|-----------------------------------|
| Europe <sup>(2)</sup> | 781.4          | 759.0          | 3.0%                | 4.0%                              |
| France                | 617.6          | 589.1          | 4.8%                | 4.8% <sup>(3)</sup>               |
| Asia-Pacific          | 322.4          | 285.5          | 12.9%               | 16.5%                             |
| United Kingdom        | 246.8          | 301.4          | - 18.1%             | - 4.7%                            |
| North America         | 156.4          | 153.4          | 2.0%                | 8.8%                              |
| Rest of the world     | 44.0           | 18.2           | 141.8%              | 147.7%                            |
| <b>Total Group</b>    | <b>2,168.6</b> | <b>2,106.6</b> | <b>2.9%</b>         | <b>6.3%</b>                       |

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

(2) Excluding France and the United Kingdom

(3) Core advertising revenues in France increased by 4.1% organically in 2008

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,373,250.96 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**Street Furniture** revenues for the full year grew by 2.0% to €1,063.5 million. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 4.5%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of Street Furniture contracts, increased by 3.7% organically.

In the fourth quarter, revenues decreased by 0.2% to €304.9 million (+1.5% on an organic basis) compared to the same period last year. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts rose by 0.8% organically. The Street Furniture division benefitted from the robust mid single-digit organic revenue growth achieved in France and from the increased contribution of the Middle East. However, low double-digit organic revenue decrease was reported in North America over the quarter while Spain and the United Kingdom reported high-single digit revenue decreases.

**Transport** revenues for the full year increased by 9.6% to €629.0 million. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 14.4%.

In the fourth quarter, revenues increased by 7.9% to €176.4 million (+ 4.2% on an organic basis). Reported revenues grew faster than organic revenues over the period as a consequence of the recovery of the US dollar, Chinese Yuan and Hong Kong dollar. The growth of the transport division was driven by the ramp up of revenues from new contracts mainly in Belgium, India, the United Arab Emirates and Algeria. Organic revenues continued to grow in mainland China albeit at a slower rate given the more difficult environment in the region.

**Billboard** revenues for the full year decreased by 2.8% to €476.1 million. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 0.6%.

In the fourth quarter, revenues decreased by 5.1% to €124.1 million (- 1.2% on an organic basis). France and the United Kingdom reported flat organic revenue growth while organic revenues declined by around 20% in Spain and Italy over the quarter.

Commenting on the Group's 2008 revenue performance, Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO, said:

*"Despite an increasingly difficult economic environment, JCDecaux delivered a stronger than anticipated performance in the fourth quarter, leading to a solid organic growth rate of 6.3% for the year, ahead of the revised guidance given in November 2008. As a result, we now expect the 2008 operating margin to be marginally below that achieved in 2007.*

*JCDecaux once again outperformed both the global and outdoor advertising markets confirming the quality of its existing and newly built advertising assets and the well balanced geographical and product revenue mix. This revenue growth demonstrates the strength of outdoor advertising which, with the fragmentation of traditional media, remains the only true mass media delivering increased audiences at attractive prices. It also reflects the professionalism and commitment of our teams around the world.*

*The volatility and reduced visibility experienced in the fourth quarter is continuing in 2009 and, as indicated previously, it is now certain that the year will be very challenging. While we will intensify our tight cost management, we will continue to invest selectively to strengthen our footprint and leadership position."*

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| <p><b>Next information:</b><br/>2008 Annual Results: 11 March 2009 (before market)</p> |
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**Key Figures for the Group:**

- 2008 revenues: €2,168.6 m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (351,000 advertising panels)
- N°1 worldwide in transport advertising with 145 airports and over 300 transport contracts in metros, buses, tramways and trains (386,000 advertising panels)
- N°1 in Europe for billboards (215,000 advertising panels)
- N°1 in outdoor advertising in China (219,000 advertising panels in 23 different cities)
- N°1 worldwide in self service bicycles
- 952,000 advertising panels in 54 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 8,900 employees

**Press Relations**

Agathe Albertini  
Tel.: +33 (0) 1 30 79 34 99  
Fax: +33 (0) 1 30 79 35 79  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investor Relations**

Martin Sabbagh  
Tel.: +33 (0) 1 30 79 79 93  
Fax: +33 (0) 1 30 79 77 91  
[martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)

**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.*