

JCDECAUX ANNOUNCES REVENUES FOR THE FIRST NINE MONTHS 2002 UP 1.9%

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28 October 2002 – JCDecaux SA (Euronext Paris: DEC) today announced its revenues for the nine months ended September 30, 2002, reporting a 1.9% increase to €1,137.2 million compared to the same period last year. Although the advertising environment remained challenging, Street Furniture continued to show resilient organic growth. Excluding acquisitions, organic revenues decreased by 1.2% to €1,102.0 million; adjusting for currency, organic revenues decreased by 0.7% over the first nine months.

Third quarter revenues declined by 0.9% to €357.3 million. Excluding acquisitions, third quarter organic revenues decreased by 1.8%. Currency movements had a particular effect on third quarter revenues as the Group operates in countries (USA, Hong-Kong, Singapore, UK, Argentina and Uruguay) where currencies significantly weakened against the Euro during the period. Adjusting for currency, third quarter organic revenues increased by 0.2%.

REPORTED (€m)	2002				Revenue Growth (%)	
	Q1	Q2	Q3	9 months	Q3 02/01	9 months 02/01
Street Furniture	198.8	218.4	182.7	599.9	2.8%	4.3%
Billboard	93.2	125.0	104.6	322.8	5.7%	8.3%
Transport	66.6	77.9	70.0	214.5	-16.5%	-11.5%
Total Group	358.6	421.3	357.3	1,137.2	-0.9%	+1.9%

ORGANIC (€m)	2002				Revenue Growth (%)	
	Q1	Q2	Q3	9 months	Q3 02/01	9 months 02/01
Street Furniture	194.6	218.4	182.7	595.7	2.8%	3.6%
Billboard	79.0	122.9	102.0	303.9	3.1%	2.0%
Transport	61.6	71.7	69.1	202.4	-17.5%	-16.5%
Total Group	335.2	413.0	353.8	1,102.0	-1.8%	-1.2%

Q3 2002 Revenues

Street Furniture revenues increased by 2.8% to €182.7 million in the third quarter from €177.7 million in the same period last year, reflecting good resilience in the European markets, including France, and strong growth in the new street furniture business in the US. There were no acquisitions in the quarter. Adjusting for currency, the organic growth rate in Street Furniture was 4.3%.

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

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 rose by 5.7% to €104.6 million, with the business in the UK, Central Europe and Italy continuing to outperform the market. Excluding acquisitions, organic Billboard revenues grew by 3.1% at €102.0 million. Adjusting for currency, organic Billboard revenues grew by 3.5%.

Transport revenues declined by 16.5% to €70.0 million, with business in the US being particularly difficult. On an organic basis, Transport revenues were down 17.5% at €69.1 million. Adjusting for currency, organic revenues in Transport declined by 12.8%.

Commenting on the results, Jean-Charles Decaux, Chairman of the Board and Co-Chief Executive Officer, said:

“Our nine months revenues highlight the continued resilience, despite challenging advertising conditions, of our street furniture business - which continued to grow in the latest quarter despite a very strong performance in the third quarter of last year (+10.9%). In the third quarter, the billboard business posted a strong performance in the UK, Central Europe and Italy. In Transport, we continued to see a difficult environment.

“As we stated at our interim results, we expect Group revenues in the second half of 2002 to be broadly in line with that achieved in the first half, with Street Furniture sustaining its resilient organic growth throughout the remainder of the year. We can also reaffirm that the Company expects to report a slight increase in its 2002 EBITDA compared to last year.

We expect market conditions as we enter 2003 to remain challenging and it is difficult to assess when we will see a clear improvement in advertising. However, we are well placed to benefit when general advertising expenditure increases once again. »

Key Information on the Group:

- Listed on Euronext Paris ; part of the SBF 120 index
- 2001 sales of €1.5 billion
- N°1 worldwide in street furniture with 283,000 panels
- N°1 worldwide in airport advertising, with 154 airports and 142,000 Transport panels
- N°1 in Europe for billboards with 191,000 panels
- 616,000 advertising faces in 40 countries
- 7,400 employees worldwide
- Present in 3,300 cities with over 10,000 inhabitants

For more information, contact:

Press Relations

Raphaela Rabatel
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 35 79
Raphaela.rabatel@jcdecaux.fr

Investor Relations

Cécile Prévot
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
cecile.prevot@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.