

JCDecaux inaugurates Macau Street Furniture Contract

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Paris, 22 October 2003 – JCDecaux SA, (Euronext Paris: DEC), N°1 in Europe and a world leader in outdoor media, officially inaugurated the street furniture programme in the city of Macau, yesterday. This is the first street furniture contract signed by the Group in China.

The inauguration took place in the presence of Edmund Ho, Chief Executive of the Special Administrative Region of Macau, and Jean-Charles Decaux, Co-Chief Executive of JCDecaux.

This contract, signed in 2001 for a duration of 20 years, involves the renewal of all the city's street furniture, with the installation of 240 products.

JCDecaux Macau, created in partnership with Nolasco Nolasco (JCDecaux 80% / Nolasco 20%), specifically to work on this contract, is also responsible for the maintenance of all the street furniture and for advertising sales throughout the duration of the contract. The street furniture has a total of over 200 advertising faces and offers Macau new advertising networks.

The city of Macau (population 450,000) is, like Hong Kong, an SAR (Special Administrative Region) of the People's Republic of China, and is destined for a strong development.

Amber Li, Director of JCDecaux Macau, remarked: « *Nolasco is very pleased to have the opportunity to cooperate with JCDecaux in this project. We believe that this new innovative concept of integrating street furniture and advertisement will bring new liveliness to the streets of Macau. We hope that not only the local population can enjoy better and more beautiful bus shelters, but also that this new media channel can provide better communication between the government and its inhabitants as well as between businesses and its costumers.* »

Commenting on the inauguration, Jean-Charles Decaux stated: « *We are delighted that Macau has decided to entrust to us the conception, installation and management of the city's street furniture.*

This contract will allow us to demonstrate to the Chinese authorities our expertise in the domain of street furniture financed by advertising. The furniture we have installed will help to enhance the city landscape, as well as offering a wide range of services to residents and visitors alike.

This project is an important step in the development of the Group in Asia, a market with strong growth potential. Macau is the first city in China to implement a full comprehensive street furniture project. This opens the door for us to a country which has very substantial requirements in urban infrastructure. »

Key statistics on the group

- 2002 revenues : €1578 million / Revenues in 1st semester 2003 : €758 million
- Listed on Euronext Paris; part of the SBF 120 index
- N°1 worldwide in street furniture (290,000 faces)
- N°1 worldwide in airport advertising, with 147 airports and over 150 transport contracts in metros, buses, tramways and trains (145,000 Transport faces)
- N°1 in Europe for billboards (192,000 faces)
- 627,000 advertising faces in 43 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,100 employees

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