

JCDECAUX INCREASES ITS STAKE IN GEWISTA

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
Croatia
Czech Republic
Denmark
Finland
France
Germany
Hong Kong
Hungary
Iceland
Ireland
Italy
Japan
Korea
Luxembourg
Macau
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
United Kingdom
United States
Uruguay
Yugoslavia

Paris, August 11, 2003 - JCDecaux SA (Euronext Paris: DEC) and B&C Holding have decided to terminate their partnership agreement in Austria and Central Europe, signed in April 2001. Following the completion of this transaction, JCDecaux will increase its holding to 67% of Gewista, the leader in outdoor advertising in Austria.

Through Gewista, JCDecaux operates street furniture, billboard and transport advertising in Austria, the Czech Republic and Slovakia. In partnership with Affichage Holding, and via their common subsidiary Europlakat International, JCDecaux also has outdoor advertising activities in Hungary, Slovenia, Serbia, Bosnia, Croatia and Bulgaria.

JCDecaux is the market leader in outdoor advertising in Austria and in Central Europe, where outdoor accounts for around 8% of the advertising market (world average is around 6%), and is growing steadily.

Commenting on this transaction, Jean-François Decaux, Chairman of the Executive Board and co-CEO said: *"The increase of our stake in Gewista is consistent with the Group's consolidation strategy in Europe, where 40% of the outdoor European market is still held by independent operators. JCDecaux, from Vienna, has a strong platform to further grow its business, to win street furniture tenders, to contribute to the modernisation of Central European cities, and to play a major role in the on-going market consolidation in that region."*

Key Information on the Group

- 2002 revenues : €1,578 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

For further information, contact:

Press Relations

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

Investors Relations

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

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 3,578,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747