

JCDecaux enters Ukraine and Russian outdoor advertising markets

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Russia
Serbia & Montenegro
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
Uruguay

Paris, 7 September, 2006 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announced today its first move into Ukraine and Russia through a joint venture agreement with BigBoard Group SA to operate the existing outdoor advertising network and develop its presence in the outdoor advertising markets in Ukraine and Russia. A common entity, BigBoard BV, has been created, through a contribution of BigBoard Group SA's activities in Ukraine and Russia and a cash injection by JCDecaux which will support the future development of its estate and allow it to participate in the consolidation of the outdoor advertising market in both countries. Following this injection, BigBoard BV is 40% owned by JCDecaux and 60% by BigBoard Group SA.

Founded in 1992, BigBoard Group SA is the leading outdoor advertising company in Ukraine. Through its advertising network, it has more than 7,400 faces in nearly 32 cities and a market share of approximately 20%. In addition, it operates more than 3,000 advertising faces in Russia, with a presence in 8 out of 12 cities with more than one million inhabitants. The revenue generated by the BigBoard Group in Ukraine and Russia was in the range of US\$ 30 million in 2005.

Jean-François Decaux, co-CEO of JCDecaux said: *"Russia and Ukraine are currently two advertising markets where it is possible to achieve more than 10% growth year on year. Our joint venture with BigBoard Group SA will enhance our growth profile in the fast growing East European advertising markets where JCDecaux has already achieved market leadership in the Czech Republic, Slovakia, Croatia, Serbia, ..."*

Josef Onderka, the CEO of BigBoard BV said: *"We see big opportunities for growth in both Russia and Ukraine. We are convinced that JCDecaux is the right partner for ensuring that these opportunities materialize"*.

Key Figures for the Group JCDecaux:

- 2005 revenues: €1,745.2M, H1 2006 revenues : €945.8M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices. JCDecaux has entered the Interbrand rankings in 23rd position, with a brand value of €1.03 billion.
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 715,000 advertising panels in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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