

JCDecaux: Acquisition of MAG International strengthens Eastern European network

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
Uzbekistan
Ukraine

Paris, October 10, 2006 - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today that it has acquired MAG International B.V. through Europlakat International (EPI), its 50/50 joint venture with Affichage Holding SA.

MAG International B.V. owns and operates Metropolis Media which is the number two outdoor advertising company in Slovenia, Croatia, Serbia and Montenegro. Metropolis, which generated net sales of € 17.5 million in 2005, is the market leader in billboards and large format media and operates a network of 8,900 advertising faces.

The Metropolis network is highly complementary to the existing EPI network which is the market leader in street furniture. Combining the two businesses will allow EPI to offer its clients the full range of outdoor media and implement even higher quality media product and services in these important and rapidly growing national markets.

Key Figures for the JCDecaux Group:

- 2005 revenues: €1,745.2m, first half 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.
- 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 (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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