

## Proposed Acquisition of Berlin Outdoor Advertising Company VVR-Berek by JCDecaux

### 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, 23 August 2006 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, was informed today by Berliner Verkehrsbetriebe (BVG), one of the largest public transport companies in the world, that it intends to sell its 100% indirect stake in outdoor advertising company VVR-Berek to JCDecaux following a European wide tender process.

VVR-Berek has operated outdoor advertising contracts in Berlin since 1921 and generated advertising revenues of approximately €27m in 2005. The company, which has 83 employees, operates exclusive long term contracts for both the city of Berlin and the transport company BVG. Berlin is the largest city in Germany, Europe's largest advertising market, with 3.5 million inhabitants and VVR-Berek has an extensive portfolio of advertising panels, including; 3,000 columns (the highest number in any city worldwide), 1,400 billboards, 1,240 buses (400 double decker buses) and thousands of panels in the Berlin metro, one of the largest subways in Europe.

The closing of the transaction is conditional upon the approval of the German cartel authority as well as the formal finalization of the tender process. At this time, a further announcement will be made outlining JCDecaux's detailed plans for VVR-Berek's strategically important contracts.

### 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
- 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

For more information, contact:

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A public limited corporation with an Executive Board and Supervisory Board  
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