JCDecaux

Q1 2008 – BUSINESS REVIEW

Paris, 6 May 2008 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, published today its business review for the first quarter of 2008, as required by the new publication rules following the transposition of the European “Transparence” directive into French national law (“Information trimestrielle”).

1. FIRST QUARTER 2008: BUSINESS HIGHLIGHTS

1.1 Key contract wins

Europe

France

- In January, Paris Port Authority (*Port Autonome de Paris*) renewed its agreement with the Group’s subsidiary Avenir for the management of 200 advertising panels in Paris and the Paris suburbs for a 5 year period. The contract followed a competitive tender. With almost 130 panels in strategic locations within Paris, the contract strengthens Avenir’s position as the leading billboard operator in the French capital.

- In March, Avenir-JCDecaux group was awarded, following a competitive tender, the contract to operate the non-station advertising assets (“Lot 2”) of Réseau Ferré de France, RFF, the company responsible for managing the French railway infrastructure, for a period of 8 years.

  The nature and size of RFF’s “Lot 2” represents a major commercial venture including a total of 10,000 advertising panels, of which Avenir already operates nearly 2,300 on a subletting basis.

  The inclusion of this new portfolio will enhance the quality and audience of the urban networks of the JCDecaux Group throughout France. These assets will also help to consolidate Avenir and JCDecaux’s positions as the principal partners of advertisers and media agencies for the provision of their outdoor advertising campaigns.

- In March, the Metrobus-JCDecaux consortium, led by Metrobus, was also awarded the advertising contract for the public railway assets of the SNCF. The 8-year contract to develop and run outdoor advertising opportunities was awarded following a competitive tender.

  The breakdown of this contract is as follows: 85% for Metrobus and 15% for JCDecaux, which will operate non-station advertising assets accounting for around 1,500 high-quality display panels chiefly located in towns and cities of more than 100,000 inhabitants. The bid submitted by the Metrobus-JCDecaux consortium was based on the optimization of the assets of the SNCF national railway company through the adoption of a qualitative approach. This forms part of a sustainable development strategy and entails the systematic improvement of the SNCF’s current advertising assets. For this reason, considerable care has been given to the design of the display items to guarantee successful integration, whether the furniture is located inside or outside a station.

Asia-Pacific

Japan

- In January, MCDecaux (a joint venture between JCDecaux SA and Mitsubishi Corporation, in which JCDecaux owns a 60% interest), won three new contracts.

  These 20-year contracts concern the cities of:

  - Kawasaki, 9th largest Japanese city with 1.3 million inhabitants (contract signed with a private bus operator),
  - Sendai, 12th largest city with 1 million inhabitants, one of the principal Japanese advertising markets (contract signed with the city authorities),
  - Sagamihara, 19th largest Japanese city with 0.7 million inhabitants (contract signed with a private bus operator).

  MCDecaux has won sofar contracts with sixteen of the twenty largest cities in Japan, and thirty in the top 50, representing a potential audience of 28.5 million inhabitants. Over the next five years, these contracts will enable MCDecaux to provide a potential 3,500 bus shelters and 7,000 advertising panels. MCDecaux's continued development in Japan's urban areas follows a positive response from the public to Cityscape, the local bus shelter network launched in 2004.

China

- In January, JCDecaux Pearl & Dean - a 100% subsidiary of JCDecaux - signed an exclusive 5-year contract with the MTR Corporation in Hong Kong for the operation and management of outdoor advertising across the six MTR lines in the urban area and the Airport Express. The contract has been divided into two parts, one covering MTR Main Products and the other dedicated to MTR Plasma TV Networks, which will be handled by a newly-created Digital Division. Advertising revenue of HK Dollars 3,400m over the 5-year contract is expected to be generated.

  JCDecaux Pearl & Dean has held the MTR advertising contract since the metro system started operating in 1977. MTR advertising is widely recognised as the world's Number 1 metro advertising medium in terms of innovation and creativity. The specified lines carry 2.5 million passengers per day, and dominate the outdoor advertising market in Hong Kong.

North America

United States

- In March, JCDecaux entered into a contract for the advertising concession at San Diego International Airport. The 10-year contract, for which JCDecaux Airport was selected over several interested parties, will commence on July 1, 2008. With more than 18 million passengers a year, San Diego International Airport is the second largest airport in Southern California.

South America

Chili

- In February, JCDecaux was awarded the contract to provide street furniture for the City of Santiago (population: 215,000 inhabitants) for a 15-year period. The contract, which followed a competitive tender, includes the design, installation, maintenance and sales and marketing of 125 advertising bus shelters, 30 2m² MUPI® (city information panels), 30 MUPI® panels with clocks, 15 8m² "Senior" billboards in addition to 125 litter bins and 4 electronic information boards. The contract covers 580 advertising faces.

1.2 Free-acces bike schemes launches

France

- In February, JCDecaux launched Vélam (the self-service bicycle hire scheme adopted by the city of Amiens) based on a network of 26 docking stations and 313 bicycles. Vélam will allow users of the service to take full advantage of the dedicated cycle-lanes that have been created in the city.

Luxembourg

- In March, JCDecaux launched Vel'OH!, the self-service bicycle hire scheme adopted by the City of Luxembourg. The new scheme attracted outstanding public interest with more than 1,000 individual rentals in just 5 days. Vel'OH! – a service based on a network of 25 docking stations and 250 bicycles – opened to the public on March 21, 2008. Vel'OH! allows users of the service to take full advantage of the dedicated lanes reserved for cyclists created in the city.

2. FIRST QUARTER 2008: SOLID ORGANIC REVENUE GROWTH OF 6.9%

On a reported basis, JCDecaux's revenues for the three months ended 31 March, 2008 increased by 1.9% to €482.2 million compared to €473.1 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 6.9%, reflecting further double-digit growth in Transport offset by a slowdown in Street Furniture and Billboard activities which were impacted by softer market conditions in France and the United Kingdom.

Organic revenues grew faster than reported revenues mainly because of significant negative foreign exchange variations (weaker US dollar, British pound, Hong Kong dollar and Chinese yuan versus the euro compared to the same period last year). Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 5.2% organically.

Q1 Revenues	**2008 (€m)**	**2007 (€m)**	**Reported growth (%)**	**Organic growth[1] (%)**
Street Furniture	238.6	239.0	-0.2%	2.7%
Transport	134.7	120.6	11.7%	23.2%
Billboard	108.9	113.5	-4.1%	-1.5%
Total	**482.2**	**473.1**	**1.9%**	**6.9%**

(1) excluding acquisitions/divestitures and the impact of foreign exchange

Street Furniture revenues decreased by 0.2% to €238.6 million from €239.0 million in the first quarter of 2007. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 2.7% over the period. Core organic advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 1.4%.

France reported flat and the United Kingdom and Germany negative revenue growth due to challenging market conditions and a high 2007 comparable for the United Kingdom. This was more than offset by double-digit organic revenue growth in Central and Eastern Europe as well as in the Netherlands, while solid revenue growth was achieved in Scandinavia, Belgium and Southern Europe.

North America, Asia-Pacific and the Rest of the World produced double-digit organic revenue growth.

Transport revenues rose by 11.7% to €134.7 million from €120.6 million in the first quarter of last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 23.2%.

With the exception of the United Kingdom, where advertising revenues were down over the period, strong growth was achieved across all our major European Transport markets. Double digit revenue increases were achieved in Scandinavia as well as in Central and Eastern Europe, while strong growth was recorded in France and Southern Europe.

In the United States, strong double digit organic revenue growth was supported by increased revenues from the Los Angeles Airports, where the contract commenced in April 2007. In China, our Transport activity continued to generate double digit revenue growth, benefiting from increasing advertising spend ahead of the Beijing Olympics.

Billboard revenues decreased by 4.1% to €108.9 million from €113.5 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues were down by 1.5%.

While revenues decreased in the United Kingdom, due to soft market conditions and a high comparable in the first quarter of 2007, revenues achieved slight growth in France, supported by further innovations in sales and marketing. Double digit organic revenue growth was achieved in our largest billboard markets in Eastern Europe as well as in Southern Europe, while Ireland continued to grow satisfactorily over the period.

Commenting on the first quarter revenues and prospects for 2008, Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

"Our first quarter revenues showed solid organic growth, principally driven by further double-digit growth from our Transport division.

With market conditions improving slightly in France and the UK from the second quarter onwards, we now expect organic revenue growth to be between 6 and 7% in 2008, slightly ahead of previous expectations. Growth is likely to be driven by a double-digit increase in our lower margin transport division, supported by improving trends in our street furniture and billboard divisions, the latter benefiting from the recently-won French Railways contracts. We also anticipate a solid performance in the United States and the rest of Europe and a strong contribution from China and other emerging markets. »

3. JCDECAUX'S FINANCIAL SITUATION

The overall solid organic revenue growth achieved in the first quarter of 2008 (+6.9%) was mostly driven by our lower-margin Transport segment, while Street Furniture showed low single digit growth and Billboard generated negative growth over the period, mostly because of the slow start to the year in France and the United Kingdom.

For the full year of 2008, we anticipate total organic revenue growth to be mainly driven by further strong growth from our Transport division, and also, to a lesser extent, from improving revenue growth from both our Street Furniture and Billboard segments, reflecting the improvement of market conditions in our largest markets of France and the United Kingdom from the second quarter onwards:

- In France, the recently-announced contract win of the RFF and SNCF advertising franchises (with sales starting at the begining of April 2008), further ramp-up of our Paris revenues on scrolling faces (SOMUPI contract), as well as the benefit of an easier Q2 2007 comparable, should enable revenue growth to improve during the year;

- In the United Kingdom, better market conditions as of the second quarter should also enable revenues to improve for the rest of the year.