

JCDecaux wins the contract for a self-service bicycle hire scheme in Nantes Métropole

Paris, December 13, 2007 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, has been awarded, within the framework of a competitive tender process, a 10-year contract to provide Nantes Métropole (population: 580,000) with a self-service bicycle hire scheme.

The contract includes the installation and upkeep of advertising panels :156 2m² and 65 8m² as well as the provision of 79 docking stations and 700 bicycles available for self-service hire. All the street furniture is from the Bellini range. The bicycle was designed by the JCDecaux in-house design department.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *"The installation of Cyclocity® in Nantes, which further reinforces our No.1 position worldwide for self-service bicycle hire schemes, proves that this new individual form of public transport, designed and developed by JCDecaux, is generating ever-greater interest among the municipal authorities. By the end of 2007, JCDecaux will be providing more than 30,000 self-service bicycles in more than 10 cities in France, Belgium, Austria and Spain. It is clear that self-service bicycle hire schemes now enjoy irresistible momentum. It is one of the urban revolutions of the early 21st century."*

JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; revenues for the first 9 months of 2007: €1,506.9m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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