

JCDecaux announces pan-European alliance with SAMSUNG

Out of Home Media

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Austria
Belgium
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China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 11 September 2007 - JCDecaux SA (Euronext Paris:DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, announces today the signing of a 3-year pan-European alliance with Samsung's in house advertising agency, Cheil Communications, in 20 countries. All Samsung divisions are included in the partnership including mobile phone, TV, MP3, white goods and digital camera. For the first time, this partnership covers all divisions of JCDecaux group including Street Furniture, Billboard and Transport.

The partnership has been negotiated by Joseph Rhee, European Marketing Services Director of Cheil Communications Europe in London together with Xavier Dupre, Managing Director of JCDecaux international division One Stop Shop. Short term and long term campaigns on traditional outdoor sites as well as airport advertising are included in the partnership.

Jean-Francois Decaux, Chairman and Co-CEO of JCDecaux says: "Samsung is one of our largest advertising clients in the growing telecoms sector which represented € 113 M out of our total worldwide advertising revenues last year. This pan-European partnership paves the way for Samsung to increase the usage of JCDecaux's advertising network across Europe".

Taewon Son, European President of Cheil says: "Samsung's target audience resonates well with the medium of outdoor and Samsung's investment to appeal and connect with its consumers will be further strengthened by working closely with JCDecaux."

Key Figures for the Group:

- 2006 revenues: €1,946.4 million; H1 2007 revenues: €1,019,0 m
- 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 (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and around 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels)
- N°1 in Europe for billboards (216,000 advertising panels)
- N°1 in outdoor advertising in China (83,000 advertising panels in 21 different cities)
- N°1 worldwide in self service bicycles
- 763,000 advertising panels in 48 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,100 employees

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