

JCDecaux receives the *Janus de l'Industrie* label for Cyclocity

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Paris, 16 February 2006 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, recently received the 2006 *Janus de l'Industrie* label, awarded by the French Design Institute, for Cyclocity®.

Since 1951, the French Design Institute (Institut Français du Design - IFD) has been selecting products and services that are particularly respectful of both users and their environment. The *Janus de l'Industrie*, a label sponsored by the Minister for Industry and the Minister for Foreign Trade, is given to reward products designed from the very outset to provide a real benefit to the people who use them. The selection panel, comprised of experts from the manufacturing and design industries, from the worlds of architecture, sustainable development and communications, base their decisions on 5 criteria: Ergonomics, Aesthetics, Economy, Ethics and Emotion.

A system at the service of greater mobility, Vélo'v has proved itself to be a viable alternative to the use of private cars and truly complementary to public transport as shown by the peak utilisation times during the week (8 to 9 am, 12 o'clock midday to 2 pm, and 5 to 7 pm) at a time when people are travelling to and from work, and at lunchtime. Its users have adopted it as a way to provide a convenient link between the possibilities offered by public transport and their final destinations. It facilitates short urban travelling to places of professional and consumer activities.

Cyclocity® boasts the following key statistics:

- 2,000 bicycles and 175 cycle racks
- 12 – 16,000 rentals per day
- A turnover rate per bicycle of 12 to 15 per day
- An average journey time of 17 minutes
- An average distance covered of 2.6 km (1.7 miles)
- 4 million kilometres covered since May 19, or 10 times the distance between the Earth and the Moon.

Jean-Charles Decaux, co-CEO, said: *“With Cyclocity®, known as Vélo'v in the Greater Lyons region, JCDecaux has revolutionized individual public transport. This new award shows that this service, recognized by many organizations as a complement to other means of transport, has become the new link in the overall chain of mobility. As demonstrated by the figures, city-dwellers, who show greater respect for their environment, are re-thinking their individual travelling strategies and inventing the “ecological mobility” of the future. Just like the Street Furniture concept, I am convinced that Cyclocity will spread to the rest of France, and be adopted in other countries, and offer cities and their inhabitants a new gentle way of travelling.”*



Key information about the Group:

- 2005 revenues: €1,745.2m
- 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 faces)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, trains and tramways (207,000 advertising faces)
- N°1 in Europe for billboards (190,000 advertising faces)
- N°1 outdoor advertising company in China (79,000 advertising faces in 20 cities)
- 715,000 advertising faces in 45 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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