

JCDecaux wins Barcelona's street furniture public tender

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Paris, March 2, 2006 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, today announced that its wholly owned Spanish subsidiary, El Mobiliario Urbano, has won the competitive tender to operate and develop Barcelona's street furniture network. The exclusive contract covers 3,500 advertising panels for a period of 10 years. The result of the public process – which also attracted bids from Clear Channel, Viacom and Cemusa – was a unanimous decision by the technical decision-makers and all of the political parties represented on the city council.

Barcelona, a city with a population of 1,593,000, is internationally renowned for its innovation, its economic dynamism and its high quality tourist facilities which make it one of the most prosperous regions in Europe.

Consistent with this, the request for tenders, specifically targeted innovative and environmentally friendly solutions and favoured bids that offered sustainable and intelligent street furniture. El Mobiliario Urbano, a pioneering company in the area of environmental policies, has answered to it in line with the ISO 14001 certification.

The new contract will also apply intelligent street furniture solutions that include technologies providing access to local information through a number of initiatives including; an "online" information system displaying waiting times for the next bus, interactive information screens and free data terminals that can be interrogated using a mobile phone.

El Mobiliario Urbano a JCDecaux's subsidiary has been managing this contract since 1998. The new contract stipulates that in addition to the renovation and maintenance of the existing street furniture network, the new operator of the licence will install 700 bus shelters, 1,100 bus stops, 600 platforms at bus stations, 250 new Citylight panels (street furniture displaying information) and 15 new public toilets.

Commenting on the contract win Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We would like to thank the Barcelona's technical and political decision-makers for demonstrating their continued trust in JCDecaux when they voted unanimously to award us the city street furniture contract for the next 10 years. Their vote recognises the strength of JCDecaux's sustainable development policy and the growing importance of its highly innovative eco-friendly solutions in public tenders. Both of these environmental factors were considered decisive in the city's final choice. This latest success demonstrates our ability of offer the best solutions both for cities and their inhabitants as well as for advertisers who appreciate the quality and exclusivity of our advertising networks. This contract strengthens our number one position in the Spanish outdoor advertising market."*

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 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 45 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

Communications Department

Press Relations

Agathe Albertini

Tel.: +33 (0)1 30 79 34 99

Fax: +33 (0)1 30 79 75 39

agathe.albertini@jcdecaux.fr

Finance Department

Investor Relations

Alexandre Hamain

Tel.: +33 (0)1 30 79 79 93

Fax: +33 (0)1 30 79 77 91

alexandre.hamain@jcdecaux.fr