JCDecaux

JCDecaux wins its first contract in India

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Paris, 13 March 2006 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, announced today that JCDecaux Advertising India Pte Ltd, a wholly owned subsidiary of JCDecaux, has signed the exclusive 15-year bus shelter advertising contract for the centre of New Delhi, following an invitation to tender.

Under the terms of the contract signed with New Delhi Municipal Council (NDMC), JCDecaux will operate 197 bus shelters, incorporating 591 advertising faces. The bus shelters will be installed in some of the most prominent locations in the centre of New Delhi. The company will also have first refusal for additional shelters to be requested by NDMC.

As the capital city of India and host for the 2010 Commonwealth Games, New Delhi, which has a population of 14 million, is quickly transforming itself into a modern capital city and JCDecaux is committed to using this new company as a platform from which to develop New Delhi's outdoor advertising infrastucture in a market that has grown at around 11,5% in 2005 and is expected to grow at 16% in 2006 (source : Indian Outdoor Advertising Association).

This contract for New Delhi is consistent with JCDecaux's strategy of building its presence in the rapidly growing Asian outdoor advertising market. The Group's move into India follows its expansion in mainland China during 2005. In the year, JCDecaux has become China's largest outdoor advertising company through a combination of new contract wins and selective acquisitions.

At the signing of this historic contract, **the spokeperson of NDMC,** said*: « This landmark collaboration between NDMC and the world's leading street furniture company, JCDecaux, will improve the NDMC's public services and enhance our streetscape. We are delighted that we will be able to use modern street furniture concepts in the historical city of New Delhi.»*

Jean-Charles Decaux, co-CEO of JCDecaux said*: «This contract is a major milestone for our development in the Indian market which has undergone tremendous growth in recent years, a trend we expect to continue. JCDecaux, number one street furniture company worldwide, now operates in 46 countries. The Group is looking forward to sharing its knowledge and expertise with the city of New Delhi as it brings its high quality products and professionalism to India. We believe that our track record of enhancing the world's leading cities with the best outdoor advertising products will ensure the success of this contract and lead to other opportunities in India. "*

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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 46 countries*
– *Present in 3,400 cities with over 10,000 inhabitants*
– *7,900 employees*

Press Relations
Agathe Albertini
Tel : +33 (0)1 30 79 34 99
Fax : +33 (0)1 30 79 75 39
agathe.albertini@jcdecaux.fr

Investor Relations
Alexandre Hamain
Tel : +33 (0)1 30 79 79 93
Fax : +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr