

JCDecaux Texon Wins Tram Body Advertising Contract

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Russia
Serbia & Montenegro
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
Uruguay

Paris, 2 May 2006 -, JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and number two worldwide, today announced that its wholly owned subsidiary JCDecaux Texon, the number one street furniture advertising company in Hong Kong, has been awarded by the Hong Kong Tramways Limited a five-year contract for 'Full Body Tram' advertising. Effective May 2, 2006, JCDecaux Texon will be the sole and exclusive advertising agent for the entire fleet of 140 tramcars.

Frankie Yick, Managing Director of Hong Kong Tramways Limited, commented "*We are impressed with JCDecaux Texon's passionate enthusiasm and unparalleled expertise in bringing innovative ideas to outdoor advertising. We look forward to close co-operation with their team in the years to come.*"

Jean-Charles Decaux, Co-CEO of JCDecaux, said: "*This contract is a milestone for outdoor advertising in Hong Kong. We won because of our conviction that Tram Body Advertising is currently not positioned to develop to its full potential. Our 'Icons of Hong Kong' strategy leverages the uniqueness of trams in Hong Kong – we will bring upgraded, high quality advertisements to the city streetscape. We're really excited that Hong Kong Tramways believed in our vision.*"

Key Figures for the Group:

- 2005 revenues: €1,745.2M; Q1 2006 revenues: €442.2 million
- 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

JCDecaux Texon Limited

Hong Kong's N°1 bus shelter advertising company, JCDecaux Texon was founded in 1993 to design, build and operate contemporary passenger weather shelters for transport companies in Hong Kong. It operates the only Bus Shelter Network in Hong Kong with over 4,800 panels. Its individual sales approach and entrepreneurial spirit has transformed bus shelter advertising, raising it to world-class standards.

As a member of the JCDecaux Group since September 2005, JCDecaux Texon has access to the support and resources of the world's largest street furniture company.

After the recent internal re-alignment of MPI billboards under JCDecaux Texon, this new tram body business strengthens the Company's leadership position in outdoor advertising.

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A public limited corporation with an Executive Board and Supervisory Board
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