

## JCDecaux: advertising contract renewed with seven of the main Portuguese airports

**Paris, November 15, 2006** - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, announces that Aeroportos de Portugal (ANA), the authority responsible for managing the Lisbon, Porto, Faro, Ponta Delgada, Horta, Santa Maria and Flores airports, has renewed the exclusive advertising contract held by JCDecaux Airport for the advertising panels displayed both within and outside these seven airports until December 2012.

The decision to renew this contract represents further recognition of the expertise developed by JCDecaux Airport which, by constantly innovating and creating tailor-made solutions, has guaranteed excellent visibility for advertisements displayed to the 20 million domestic and international passengers using these airports (2005 figures). The effectiveness of its solutions is confirmed by quarterly surveys which show that 70% of the passengers, visitors and employees in the airports memorise both the products and the advertisers.

**Carlos Gutierrez, ANA's Director of Special Projects**, said: *"It is very satisfying, after six years of working with JCDecaux Airport, to witness the fantastic development of the advertising in these airports, including, the installation of high quality displays, the use of new technologies, and the adoption of a particularly efficient marketing strategy. In the years to come, the development of Lisbon airport and the rapid growth of the new Sá Carneiro airport are new challenges that we will capitalise on with JCDecaux Airport"*

**Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux and Co-CEO**, made the following statement: *"By choosing us once again, ANA recognises the expertise and professionalism of JCDecaux, the number one specialist in airport advertising responsible for managing seven of the ten largest airport platforms worldwide. It is the strength of our international sales network, our innovative ability and our uncompromising attitude towards quality that makes JCDecaux the only player capable of accompanying these seven airports in their development policy."*

### **Key Figures for the JCDecaux Group:**

- 2005 revenues: €1,745.2m, Q3 2006 revenues: €1,382.1M
- 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 (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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