

## JAPAN:

**MCDecaux expands its presence  
with more than 2,000 advertising bus shelters  
in nine of the twenty largest Japanese cities**

### Out of Home Media

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**Paris, December 7, 2006** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announced today that **MCDecaux** (a joint venture between JCDecaux SA and Mitsubishi Corporation, 60% held by JCDecaux) has won four new contracts.

These 20-year contracts have been signed with the transport companies in the following cities:

- Fukuoka, Japan's 8<sup>th</sup> largest city with a population of 1.4 million
- Hiroshima, 11<sup>th</sup> largest city with a population of 1.1 million
- Niigata, 17<sup>th</sup> largest city with a population of 0.7 million
- Shizuoka, 18<sup>th</sup> largest city with a population of 0.7 million

The contracts are in addition to those previously held in:

- Yokohama (2<sup>nd</sup> largest city with a population of 3.5 million)
- Osaka (3<sup>rd</sup> largest city with a population of 2.6 million)
- Nagoya (4<sup>th</sup> largest city with a population of 2.2 million)
- Kobe (6<sup>th</sup> largest city with a population of 1,5 million)
- Okayama (19<sup>th</sup> largest city with a population of 0,6 million)

MCDecaux currently represents a potential quantity of more than 2,000 bus shelters and 4,000 advertising panels in Japan.

MCDecaux is also the largest operator of shopping centre advertising in Japan, managing advertising in more than 100 shopping centres on behalf of the 2 largest retailers, Aeon Group and Ito Yokado, through it reaching almost 50 million consumers every month.

**Commenting on the contract wins, Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux and Co-CEO, said:** *“These important contracts underline MCDecaux’s unique ability to offer advertisers and their agencies national coverage across Japan, with sites in nine of the top twenty cities on street furniture and in shopping centres. This key position is even more important as Japan is the 2<sup>nd</sup> largest advertising market in the world, worth about €39 billion every year, of which 11.5% is spent on outdoor advertising.”*

**Key Figures for the Group JCDecaux:**

- 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. JCDecaux has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion.
- 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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