

Vélo'v® in Lyon : 12 million kms travelled and 5.5 million rentals in 2006

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Paris, 11 January 2007 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide is the world number one for self-service bicycles. After Vélo'V®'s first full year of operation in Lyon and Villeurbanne, JCDecaux has concluded that in 2006 this innovative self-service bicycle system definitively established itself as a truly individual means of public transport.

With almost **12 million kms** covered by cyclists during 2006, i.e. approximately **5,000 kms per bicycle**, the residents of Lyon have demonstrated that the issues relating to new mobility and sustainable development as well as the need to promote environmentally-friendly forms of travel have become part of their daily lives. Vélo'V® achieved **5.5 million rentals** during the year, an average of **15,000 rentals** per day with peaks that exceeded **30,000** during exceptional events such as the Festival of Music.

The **Cyclocity** concept was designed and developed by JCDecaux and launched by Greater Lyon under the name Vélo'v®. Since then, Cyclocity has been selected by Marseille, Aix-en-Provence and Brussels and is increasingly being considered by cities when **developing new urban travel policies**.

While JCDecaux has won **4 awards*** for this innovation, which has **no equivalent on the same scale anywhere in the world**, it is the public that has welcomed the Cyclocity concept, which opens up new ways of considering the city's public spaces thanks to its permanent availability, ease of use and respect for the environment.

According to a BVA study carried out in May 2006, more than 9 out of 10 people questioned in Lyon and Villeurbanne considered Vélo'v® to be a very good initiative. This highly positive opinion benefits both the city's image and the improved perception of its quality of life and enjoys a number of associated positive effects: a more pleasant city, less pollution, health benefits...

* 2005 Bicycle Trophy, 2005 Usine Nouvelle award, 2006 Janus de l'Industrie, 2006 Enterprise et Environment award

For **Bruno Marzloff, a sociologist specializing in mobility**: *“In an urban environment in which citizens claim a “right to mobility”, cities face a double challenge: they must make themselves accessible to all while maintaining their fluidity or seamlessness. A flexible yet rigorous response must be found to this dual requirement. The radical innovation of the “public bicycle” contributes to both these demands and to both these constraints thanks to its versatility, its universal appeal and its efficiency.”*

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 23rd 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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