

## JCDecaux signs the self-service bicycle and street furniture contract for the City of Paris

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**Paris, 1 March 2007** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, announced that SOMUPI (a subsidiary held 66% by JCDecaux and 34% by Médias et Régies Europe - Publicis Group), signed on 27 February 2007 a 10-year self-service bicycle and street furniture contract with the City of Paris. The award of the contract, which the Mayor of Paris was authorised to sign by unanimous vote during the meeting of the Council of Paris on 12 February 2007, follows the 23 February 2007 ruling of the Paris Administrative Court that rejected Clear Channel's request for invalidation of the public tender procedure.

SOMUPI, taking into account the aesthetics of the urban environment has commissioned three renowned designers/architects: Jean-Michel Wilmotte, Patrick Jouin and Ora-Ito, to work on proposals for bicycles stations and street furniture exclusively for the City of Paris which has selected Patrick Jouin's proposal. The bicycle was designed by JCDecaux's design and research department.

The bicycle scheme of 20,600 bicycles in 1,451 stations will create over 400 jobs. Staff are going to be immediately recruited and will undertake training in JCDecaux's continuing education centre to become proficient in bicycle maintenance and to offer users the best service. Maintenance teams will travel either by bicycle or in environmentally friendly vehicles.

This eco-friendly self-service bicycle system, was specially designed for Paris and is the largest ever established in the world. It will be financed by the advertising revenues from the operation of 1628 2m<sup>2</sup> and 8m<sup>2</sup> street information scrolling displays.

**Maurice Lévy, Chairman of the board Publicis Group**, stated: *"The proposal JCDecaux has developed responds to the great challenges facing large cities at the dawn of the 21<sup>st</sup> century in an intelligent and highly judicious way. We are delighted to be associated with it and Parisians will be able to benefit from a new service that is ecologically friendly, innovative, pleasant and very reliable."*

**Jean-Charles Decaux, Chairman of the board and Co-CEO of JCDecaux,** stated: *“Through our joint company Somupi, JCDecaux and Publicis have joined forces to ensure the success of this revolution in Parisian transport. With the launch of this unique system of individual public transportation, we are responding to increasing demand for environmentally friendly and personalised transport solutions. More than 400 jobs will be created as we bring this project that is unprecedented in the world to its successful fruition. At a time when employment and sustainable development are of concern to us all, JCDecaux, the world no. 1 in self service bicycles, is fully playing its part in innovative corporate citizenship.”*

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

- 2006 revenues: €1,946.4 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 (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 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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