

JCDecaux has won the street furniture and self-service bicycle contract for Besançon

Paris, 2 April 2007 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region and number two worldwide, has won a 15-year street furniture and self-service bicycle contract for Besançon (population: 117,691) following a public tender.

The contract covers 180 bus shelters, 110 MUPI® (street information displays) measuring 2m², 53 displays of 8m² and 5 cultural information columns. The contract provides 700 advertising panels. Designs from Lord Norman Foster and JCDecaux (Rue de la Paix and Forum) have been chosen. In addition, 200 bicycles and 30 Cyclocity® stations will be installed.

Besançon has demonstrated its strong sustainable development policy with its choice of Cyclocity® and through its charter for diversity and equal opportunities that JCDecaux has signed.

Jean-Charles Decaux, Chairman of the Board of JCDecaux, said: *“As the launch of Cyclocity® in Besançon, which strengthens our world N°1 position in self-service bicycles, demonstrates, this new form of individual public transport, designed and developed by JCDecaux, is generating huge interest from cities. In addition, after the recent wins in Strasbourg and Mulhouse, this contract gives us not only the opportunity to offer advertisers even more attractive and high-performance networks in the east but also consolidates our N°1 position in outdoor advertising in France.”*

Key information about the Group

- 2006 revenues: 1,946.4 M€
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange and is included in the Euronext 100 and FTSE4Good indices
- World No. 1 in street furniture (334,000 advertising panels)
- World No. 1 in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- European no. 1 for billboards (216,000 advertising panels)
- No. 1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- World No. 1 in self service bicycles
- 763,000 advertising panels in 48 countries
- Present in more than 3,500 towns with over 10,000 inhabitants
- 8,100 employees

Communication Department

Press relations
Agathe Albertini
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 75 39
agathe.albertini@jcdecaux.fr

Finance Department

Investor relations
Alexandre Hamain
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr

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