

JCDecaux enters the Qatari outdoor advertising market

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 4 April, 2007 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announced today its first move into the Middle East through a joint venture agreement with Qatar Media Services in order to provide the City of Doha with outdoor advertising furniture and displays. Following this agreement, the Joint Venture called QMS Decaux will be equally owned by JCDecaux and by Qatar Media Services and will manage all outdoor advertising activities in Qatar.

Qatar Media Services (QMS) is the exclusive media representative for Qatari media such as television, press networks and outdoor advertising.

His Excellency Saad Al Mohannadi, CEO of Qatar Media Services said: *“Media is the heart of each country and plays major role in economy and industry, specially in a country like Qatar which is booming by all means.. Qatar Media Services has made a historical joint venture with JCDecaux. We see big opportunities for growth in Doha. We are convinced that JCDecaux is the right partner for ensuring that these opportunities materialize.”*

Jean-Charles Decaux, Chairman of the Board and co-CEO of JCDecaux said: *“Thanks to its energy reserves and to an ambitious development plan, Qatar is a market which has a great potential for economic development. With Qatar Media Services, we would like to make Doha our showcase for the Middle East so that the region can benefit from our recent innovative outdoor advertising solutions”.*

Key Figures for the Group:

- 2006 revenues: €1,946.4M
- 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 (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels)
- N°1 in Europe for billboards (216,000 advertising panels)
- N°1 in outdoor advertising in China (83,000 advertising panels in 21 different cities)
- N°1 worldwide in self-service bicycles
- 763,000 advertising panels in 48 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,100 employees

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