

## JCDecaux announces worldwide alliance with Unilever

### 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, 16 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, announced today that it has signed a 5-year Worldwide Alliance with Unilever. The agreement follows the success of the existing Pan-European Alliance signed between the two companies in 2002 and involves the utilisation of JCDecaux's outdoor networks and a commitment to a strategic partnership in developing and emerging markets. The immediate focus will be the 41 countries where both Unilever and JCDecaux have a presence and it covers Unilever's entire portfolio of brands.

Jean-Francois Decaux, co-CEO of JCDecaux said: "This alliance recognises the importance that Unilever places on the Outdoor advertising medium as a key part of its communication strategy. It is also a reflection of the market leading international quality and service standards of JCDecaux and our ability to deliver outstanding campaigns for Unilever brands."

Alan Rutherford, Vice President Global Media Unilever said: "We like to think that Unilever is the world's leading exponent of cutting edge communication for its brands, combining highly creative approaches with proven effectiveness. We have been delighted with the effectiveness of our partnership so far and this move towards a global alignment is an important strategic fit with our brands' development.

"Unilever has assembled a world-class team of marketing practitioners, including state-of-the-art skills in 360 degree planning and there is no doubt that outdoor will play an increasing role in our brands' communication mix. This alliance will help us achieve the optimum level of outdoor within our 360 degree approach, brand by brand."

Mike Segrue, Global Chief Client Officer of Unilever's Outdoor media buying agency, which advised Unilever on the alliance, said: "Unilever has renewed and expanded on its commitment to J C Decaux and the out of home medium. Kinetic will work with Unilever and their media agencies to get full value from this partnership."

### 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 (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and around 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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