

## JCDecaux wins the 3<sup>rd</sup> largest market in Norway for Street Furniture

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
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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, 21 May 2007** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and number two worldwide announced today that its Norwegian Subsidiary has been awarded a 14-year Street Furniture contract with the National Road Authority for the County of Rogaland. Rogaland is the 3<sup>rd</sup> largest urban area in Norway with a population of 405,000 and includes the Norwegian "Oil Capital"; Stavanger and the shipping centre of Haugesund.

The award covers the instalment, maintenance and management of 700 bus shelters. This new contract will secure JCDecaux's presence in the region and its market leading position in the Street Furniture segment in Norway.

**Jeremy Male, CEO UK & Northern Europe**, said "We are delighted to have been chosen by the Rogaland region. We look forward to working with the National Road Authority to enhance the streetscape and provide improved services for its bus passengers. This very important contract will significantly improve the quality of our advertising networks in Norway and it consolidates our N°1 position in Street Furniture in the Nordic region".

### Key Figures for the Group:

- 2006 revenues: €1,946.4 million ; Q1 revenues: €473.1 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

### Press Relations

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A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747