

## JAPAN:

### **MCDecaux wins 4 new contracts (Sapporo, Kita-Kyushu, Sakai and Hamamatsu) and extends its presence to 13 of the 20 largest cities in Japan**

#### **Out of Home Media**

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**Paris, 26 June, 2007** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, announces that **MCDecaux**, a joint venture between JCDecaux SA (60%) and Mitsubishi Corporation (40%), has recently won four new contracts.

The 20-year contracts were signed with private bus operators for the installation of bus shelters in the cities of:

- Sapporo, 5<sup>th</sup> largest Japanese city with a population of 1.9 million,
- Kita-Kyushu, 13<sup>th</sup> largest city in Japan with a population of 1 million,
- Sakai, 15<sup>th</sup> largest city with a population of 0.8 million,
- Hamamatsu, 17<sup>th</sup> largest city with a population of 0.8 million, the historic headquarters of Yamaha, Suzuki and Honda.

With contracts for thirteen of the twenty largest Japanese cities and the potential for more than 2,600 bus shelters and 4,500 advertising panels, MCDecaux is expanding its presence in the Japanese urban environment and now boasts front-ranking positions in four major economic regions in the north and south of the country:

- The island of Hokkaido with its capital, Sapporo,
- The Chubu region with its 4 largest cities including its capital, Nagoya,
- The Kinki region with its 3 main cities, including the capital Osaka,
- The island of Kyushu with its 2 largest cities including Fukuoka.

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *“With contracts in thirteen of the twenty largest cities in Japan MCDecaux is the only street furniture company capable of offering national coverage to advertisers and their agencies both in cities and in shopping centres. Currently the No.1 street furniture company in Japan, MCDecaux boasts a key position that is strategically important as Japan is the 2<sup>nd</sup> largest advertising market in the world, worth about €39 billion every year, of which 11.5% is spent on outdoor advertising.”*

**JCDecaux Group, key figures:**

- 2006 revenues: €1,946.4m; Q1 revenues: €473.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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