



## Vélib': a million rentals in the space of 18 days

**Paris, August 2, 2007** – The City of Paris and JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, number 2 worldwide, and number 1 worldwide for self-service bicycle hire, announce that Vélib', installed and managed by SOMUPI – jointly owned by JCDecaux (66%) and Médias et Régies Europe – Publicis Group (34%) – has recorded its one millionth rental on Thursday 2<sup>nd</sup> August at 4:56 pm, after only 18 days in operation.

Launched on July 15, Vélib' is enjoying outstanding success and is attracting large numbers of Parisians, Ile de France residents and tourists with 50 to 70,000 rentals every day.

### JCDecaux Group, key figures:

- 2006 revenues: €1,946.4m; 1<sup>st</sup> half revenues: €1,019.0m
- 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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