

## JCDecaux signs major outdoor advertising contract with Shanghai Metro

- Exclusive 15 year contract,
- 13 metro lines by 2012,
- €1.46 billion advertising revenues anticipated

### 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, September 5, 2007** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide announced today that JCDecaux China – a 100% subsidiary of JCDecaux - has signed an exclusive 15-year contract with Shanghai Metro Shentong Group Ltd. for the operation and management of all outdoor advertising across the metro network (excluding broadcast TV in trains and platforms). This major contract will cover the 5 metro lines that are currently in operation and a further 8 that will be constructed by 2012. An advertising revenue of 15 billion RMB (1.46 billion euros) over the 15 year contract is expected to be generated.

JCDecaux currently operates the advertising on 5 Shanghai metro lines that service 95 stations and 1.8 million passengers every day. By 2010, the year of the Shanghai World Expo, JCDecaux will be managing 9 metro lines servicing 250 stations and 6 million passengers per day. The new contract will give JCDecaux responsibility for sales and marketing on metro lines 1 to 13, all of which will be operational by 2012.

Shanghai is the largest city in China with a population of approximately 20 million people. The implementation of this contract is expected to drive the expansion of advertising on the Shanghai Metro Shentong Group Network to the highest international standard.

China has become JCDecaux's third largest market in the world by revenue. The Company is now present in 21 cities, providing bus, airport and street furniture advertising formats. It operates metro contracts in seven cities: Shanghai, Beijing, Hong Kong, Tianjin, Nanjing, Guangzhou and Chongqing.

JCDecaux SA  
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777  
Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79  
[www.jcdecaux.com](http://www.jcdecaux.com)

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

Mr. Zhang Yan, Vice president of Shanghai Shentong Group Ltd said:

*"It is important that our metro system develops to the highest international standard to meet the growing transportation needs of the city of Shanghai. We are delighted to have selected JCDecaux as our advertising partner. This choice reflects our confidence in the Company's expertise and in its ability to strengthen the operation of our advertising business."*

Jean-Charles Decaux, co-Chief Executive of JCDecaux, said:

*"JCDecaux is honoured to be the exclusive advertising operator over the next 15 years for one of the largest metro operators in China and in the world. Signing an exclusive advertising agreement for 13 metro lines with Shanghai Metro Shentong Group, is a major step in the development of JCDecaux in mainland China. The contract establishes our market-leading position in Shanghai in metro, bus and airport advertising and reflects our ability to partner with major metro operators in China and around the world."*

**Key Figures for the Group:**

- 2006 revenues: €1,946.4 million; H1 2007 revenues: €1,019,0 m
- 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

For more information, contact :

**Press Relations**

Agathe Albertini

Tel: +33 (0)1 30 79 34 99

Fax: +33 (0)1 30 79 35 79

[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investor Relations**

Alexandre Hamain

Tel: +33 (0)1 30 79 79 93

Fax: +33 (0)1 30 79 77 91

[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)