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## PRESS RELEASE

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### **METROBUS AND JCDECAUX WIN THE SNCF'S ADVERTISING CONTRACT**

**Paris, 20 March 2008** – Metrobus (the leading European operator in the transport advertising sector and part of MRE - Publicis Groupe [Euronext Paris: FR0000130577] and JCDecaux, who hold a 67% and 33% stake respectively in the company) and JCDecaux SA [Euronext Paris: DEC], the No.1 outdoor advertising company in Europe and in the Asia-Pacific region and No.2 worldwide in this industry, announce that the Metrobus-JCDecaux consortium, led by Metrobus, has been awarded the advertising contract for the public railway assets of the SNCF. The 8-year contract to develop and run outdoor advertising opportunities was awarded following a competitive tender.

The station assets include almost 9,200 display units within railway station premises, comprising station concourses, corridors, waiting rooms and a number of station forecourt areas.

The non-station assets represent a total of approximately 1,500 high-quality display panels chiefly located in towns and cities of more than 100,000 inhabitants.

The breakdown of this contract is as follows: 85% for Metrobus and 15% for JCDecaux.

The bid submitted by the Metrobus-JCDecaux consortium is based on the optimization of the assets of the SNCF national railway company through the adoption of a qualitative approach. This forms part of a sustainable development strategy and entails the systematic improvement of the SNCF's current advertising assets. For this reason considerable care has been given to the design of the display items to guarantee successful integration, whether the furniture is located inside or outside a station.

The creation of a digital display network in stations based on a total of 1,800 units – in part replacing the paper billboard units – perfectly matches the environmental protection policy adopted by the SNCF while simultaneously promoting an image as a modern and leading participant in the area of advertising. This agreement represents the first large-scale deployment of digital media in France in an area highly prized by advertisers. This innovation completely redefines the world of in-station billboard advertising.

In the non-station sector, apart from the installation whenever possible of back-illuminated and scrolling displays as well as the deployment of new systems in accordance with current regulations, the products and services included in the bid have all been designed to respect the environment throughout their life cycle.

Thanks to acknowledged experience and expertise in the area of high-quality services and innovation, the consortium will do its utmost to ensure the best possible technical quality as well as the highest levels of maintenance.

Digital displays, panoramic billboard units and scrolling displays are some of the innovations that will reinforce the networks run by Metrobus and JCDecaux and will give an additional boost to a powerful, module-based and clearly targeted commercial offering.

The consortium will take on all the employees devoted to this activity, in accordance with the commitments made to the SNCF; it will take particular care to ensure that these commitments are fully respected.

*"We are delighted to have been chosen by the SNCF, and are proud to be a part of the drive by the national French railway company to enhance the passenger travel experience at its stations. Benjamin Badinter, Executive Vice-President of Metrobus, will be responsible for overseeing this concession and is supported by the undoubted resources of the bidding consortium. A key aspect of the success of our bid was the introduction of the first digital display media in-station. This success confirms the leading position enjoyed by Metrobus in the area of transport advertising and clearly consolidates its status as No.3 in the outdoor advertising industry overall. The introduction of digital panels is a real innovation in France, and it meets the strategy pursued by MRE to develop digital media throughout all its displays."* explained Gérard Unger, Chairman and CEO of Metrobus.

Jean-Charles Decaux, CEO of JCDecaux, said: "We are very pleased that the SNCF has chosen JCDecaux to develop its assets. The contribution of this new offering will reinforce the quality and audience of the urban networks run by the JCDecaux Group throughout metropolitan France. These assets will also help to consolidate the position enjoyed by JCDecaux, the No.1 player in its market in terms of audience, as the preferred partner of advertisers and media agencies for their outdoor advertising campaigns."

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#### **Metrobus at a glance**

- Metrobus is an entity belonging to Médias & Régies Europe (MRE)
- MRE is the historical and strategic division specializing in the sale of advertising space for the Publicis Groupe
- MRE currently covers advertising sales activities in the press, radio, cinema, billboard advertising, internet and shopping centres
- MRE employs a total of 600 people in Europe and in the USA and Metrobus has a total of 140 employees in France
- Metrobus, is the leading French specialist in outdoor transport advertising.

**Website:** [www.metrobus.fr](http://www.metrobus.fr)

#### **Publicis Groupe at a glance**

*(Euronext Paris: FR0000130577) is the 4<sup>th</sup> largest advertising group worldwide, the world's 2<sup>nd</sup> largest group specialising in media buying and consultancy services, and world leader in digital advertising media and health. The Group is present in 104 different countries on 5 continents and employs a total of approximately 44,000 people. Publicis generated revenues of €4,671 million in 2007.*

**Website:** [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **JCDecaux Group, key figures:**

- 2007 revenues: €2,106.6m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees
- **Website:** [www.jcdecaux.com](http://www.jcdecaux.com)

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