

## **Bicloo in Nantes: successful launch with more than 13,545 rentals in the space of just 7 days**

**Paris, May 13, 2008** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in self-service bicycle hire, announces that *Bicloo* (the self-service bicycle hire scheme set up by the city of Nantes in the west of France) was officially launched in the city's Place Royale on Monday, May 5<sup>th</sup>, by Jean-Marc Ayrault, the Parliamentary Deputy and Mayor of Nantes. The self-hire scheme attracted a high number of users with more than 13,545 individual rentals in the space of just 7 days. More than 1,165 annual subscriptions and 5,197 short-term subscriptions have already been taken out.

Since it launched on May 5<sup>th</sup>, *Bicloo* has provided the public with access to 79 docking stations and 700 bicycles. *Bicloo* will enable users to take advantage of the large number of pedestrian facilities and bicycle lanes and paths created in the city. The installation of this bicycle hire scheme has resulted in 14 new jobs, bringing the number of people employed by the Regional Department to 140.

After dynamically pursuing the development of the self-service bicycle hire concept in France and overseas since the launch of Vélo'v in Lyon in May 2005, a growing number of cities now enjoy its innovative service: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens and Luxembourg. These 15 cities have already generated more than 30 million individual rentals! The world leader in self-service bicycle hire, JCDecaux is the only operator to allow users to take out a subscription at docking stations, thanks to an exclusive electronic payment system that provides extremely easy access, considerably simplifying the bicycle rental process.

**Jean-Charles Decaux, co-CEO of JCDecaux**, made the following statement: *"Thanks to Bicloo, a truly eco-friendly means of transport, JCDecaux is helping to improve the quality of life in Nantes. With more than 13,545 rentals in the space of just 7 days, we are delighted to see that the inhabitants of Nantes have already adopted this new type of individual public transport."*

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

- 2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m
- 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

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