

Cyclocity: agreement for a profit-sharing scheme for the employees of Vélib' and the self-service bicycle hire schemes in France

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Paris, June 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 its subsidiary Cyclocity has signed an agreement with the CGT trade union for an employee profit-sharing scheme. Cyclocity is responsible for 10 self-service bicycle hire schemes in France.

In accordance with the commitments made by Cyclocity's management team, negotiations were launched with the CGT, the only representative trade union organisation in the company, to enable Cyclocity's employees to benefit from a performance-related profit-sharing scheme for 2008-2009-2010.

All employees working for the company for at least 3 months in 2008 will benefit from this scheme. If predetermined objectives are achieved, then employees could receive a substantial additional income, equivalent to one month's salary.

For Cyclocity employees, the scheme will provide greater involvement with the company's performance targets and will also promote teamwork.

As the Cyclocity France Work's Council has not yet been set up, the approval of at least 50% of the company's employees will be sought. A referendum will be held on June 27 to enable the new scheme to be introduced.

Cyclocity has also promised the CGT to hold discussions in the very near future about the provision of mutual health insurance and the organisation of the salary structure.

Key figures

Cyclocity's main location is currently in Paris where Vélib' has been installed. On May 31, this location employed a total of 350 people. With an average age of 27.2, 87% of the employees are male, 81% have been given unlimited-term contracts, and 73% work on a full-time basis (excluding students). Pay rises of 3% were granted on January 1, 2008.

Cyclocity has a total of 475 employees in France.

* Cyclocity sites in France: Aix-en-Provence, Amiens, Besançon, Lyon, Marseille, Mulhouse, Nantes, Paris, Rouen, and Toulouse.

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