

MCDecaux wins its first contract for 500 advertising bus shelters in Yokohama

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Paris, 9 November 2004 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, announced today that MCDecaux (a joint venture between JCDecaux SA and Mitsubishi Corporation, 60% held by JCDecaux), has won the first exclusive bus shelter advertising contract in Yokohama, after an invitation to tender for the 20-year contract.

The contract covers 500 bus shelters, which were designed by the Japanese firm of architects GK-Sekkei*.

Located near Tokyo, Yokohama is Japan's second largest city, with a population of 3.55 million. Japan is the second largest advertising market in the world, worth about US\$30 billion per annum, of which 12 % is spent on outdoor advertising.

The Japanese market offers significant growth potential for street furniture. Since January 2003, advertising has been allowed on street furniture provided that it generates revenue for the street furniture and its maintenance.

Jean-Charles Decaux, Chairman and Co CEO, said: *"This exclusive contract is a milestone in the Japanese market which offers significant growth potential for street furniture. 2004 is the 40th anniversary year for the JCDecaux group and during the year both Yokohama and Lyon have chosen JCDecaux. Back in 1964 Lyon was the first French city to sign a contract with JCDecaux for the installation of street furniture. Now, forty years on, Yokohama, which has been twinned with Lyon since 1959, is pioneering bus shelter advertising with JCDecaux in Japan! This contract is a major step forward in our expansion in the world's second largest advertising market and it will strengthen our position as the number one Street Furniture company in the world."*

* GK-Sekkei, the architects and environment landscape design business has 13 offices employing 230 people in the world and is the biggest freelance design office in Japan.

Examples of major work include:

- Motorbikes design for Yamaha and design for HAIER;
- Tokyo Symbol road with the Tokyo Metropolitan Office;
- AICHI 2005 World Fair signals (in Nagoya).

JCDecaux SA

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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

Key Information on the Group

- 2003 revenues : €1543.8 million ; Q3 2004 revenues : €1 167.6 million
- Listed on Euronext Paris ; part of the Euronext 100 index
- N°1 worldwide in street furniture (291,000 faces)
- N°1 worldwide in airport advertising, with 153 airports and over 150 transport contracts in metros, buses, tramways and trains (150,000 Transport faces)
- N°1 in Europe for billboards (189,000 faces)
- 630,000 advertising faces in 43 countries
- Present in 3,500 cities with over 10,000 inhabitants 6, 900 employees

Press Relations

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First bus shelter installed in Yokohama in front of the City Hall on Thursday 4th November 2004, inaugurated by the Mayor, Mister Nakada and JCDecaux's Team in Japan.