

## 2004 financial statements under IFRS standards

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**Paris, 31 March 2005** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, today disclosed its 2004 financial statements under IFRS standards.

These financial statements are available on JCDecaux's web site at the following address:

[http://www.jcdecaux.fr/anglais/result\\_annu\\_2004\\_ifrs/etat\\_finan\\_2004\\_ifrs\\_gb.pdf](http://www.jcdecaux.fr/anglais/result_annu_2004_ifrs/etat_finan_2004_ifrs_gb.pdf)

### Under IFRS standards:

- Shareholders' equity Group share as of 31 December 2004 amounts to €1,600.2 million compared to €1,416.4 million under French Gaap.
- Net debt as of 31 December 2004 amounts to €493.2 million compared to €457.5 million under French Gaap.
- 2004 net result Group share amounts to €156.2 million compared to €78.1 million under French Gaap.

### Next information:

Q1 2005 revenues: 27 April 2005 (before market)  
General Shareholder Meeting: 11 May 2005

### Key Figures for the Group

- 2004 revenues: €1,631.4 million
- Listed on Eurolist by Euronext Paris ; part of the Euronext 100 index
- N°1 worldwide in street furniture (304,000 faces)
- N°1 worldwide in airport advertising, with 155 airports and over 150 transport contracts in metros, buses, tramways and trains (157,000 Transport faces)
- N°1 in Europe for billboards (197,000 faces)
- 658,000 advertising faces in 45 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 6,900 employees

### Press Relations

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A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,578,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**Forward Looking Statement**

*Certain statements in this release constitute « forward-looking statements » within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. The words or phrases « guidance », « expect », « anticipate », « estimates » and « forecast » and similar words or expressions are intended to identify such forward-looking statements. In addition, any statements that refer to expectations or other characterizations of future events or circumstances are forward-looking statements. Various risks that could cause future results to differ from those expressed by the forward-looking statements included in this release include, but are not limited to : changes in economic conditions in the U.S. and in other countries in which JCDecaux currently does business (both general and relative to the advertising and entertainment industries) ; fluctuations in interest rates ; changes in industry conditions ; changes in operating performance ; shifts in population and other demographics ; changes in the level of competition for advertising dollars ; fluctuations in operating costs ; technological changes and innovations ; changes in labor conditions ; changes in governmental regulations and policies and actions of regulatory bodies ; fluctuations in exchange rates and currency values ; changes in tax rates ; changes in capital expenditure requirements and access to capital markets. Other key risks are described in the JCDecaux reports filed with the U.S. Securities and Exchange Commission. Except as otherwise stated in this news announcement, JCDecaux does not undertake any obligation to publicly update or revise any forward-looking statements because of new information, future events or otherwise.*