

JCDECAUX ANNOUNCES CONTINUED STRONG REVENUE GROWTH IN THE THIRD QUARTER OF 2004

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Paris, 27 October 2004 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, today announced its revenues for the nine months ended 30 September 2004, reporting a 5.6% increase to €1,167.6 million compared to the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by 5.9% to €1,171.4 million for the first nine months of 2004, supported by a strong third quarter.

In the third quarter, revenues increased by 7.9% to €375.3 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 8.3%. The Company's three divisions all contributed strongly to revenue growth, with particularly good performances from Street Furniture and Transport advertising. These results reflect an improved advertising environment in most European countries over the summer, while the Group's operations in the United States and Asia-Pacific continued to be supported by the growth of the advertising market in these regions.

Reported revenues

(in million €)	2004				Change (%)	
	Q1	Q2	Q3	9 months	Q3 04/03	9 months 04/03
Street Furniture	197.5	233.3	194.7	625.5	6.7%	5.9%
Billboard	96.4	119.0	102.9	318.3	5.7%	1.9%
Transport	65.0	81.1	77.7	223.8	14.4%	10.2%
Total Group	358.9	433.4	375.3	1,167.6	7.9%	5.6%

Organic revenues⁽¹⁾

(in million €)	2004				Change (%)	
	Q1	Q2	Q3	9 months	Q3 04/03	9 months 04/03
Street Furniture	196.8	230.3	194.4	621.5	6.5%	5.2%
Billboard	100.0	122.1	104.5	326.6	7.4%	4.6%
Transport	66.1	79.4	77.8	223.3	14.5%	9.9%
Total Group	362.9	431.8	376.7	1,171.4	8.3%	5.9%

(1) excluding acquisitions/divestitures and foreign exchange variations

Revenues for the third quarter of 2004

Street Furniture revenues increased by 6.7% to €194.7 million in the third quarter of 2004 (€182.5 million in Q3 2003). Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 6.5%. Excluding revenues from the sale and rental of Street Furniture and maintenance contracts, advertising revenues in Street Furniture increased by 8.9% over the quarter.

In most European countries the Company's Street Furniture business benefited from a good advertising market over the summer, which led to double-digit revenue growth in the UK, the Netherlands, Spain, Scandinavia and Central Europe. In France, overall Street Furniture revenues were flat but the contribution from advertising showed a solid increase. In Germany, business was down in the quarter reflecting continued uncertainty in the economy. The Company's recent contract wins in Chicago, Vancouver, Bangkok and Seoul also made an increasing contribution to the division.

Billboard revenues grew by 5.7% to €102.9 million. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 7.4%. Revenues in the Billboard business rose in high double-digits in Spain and Portugal, showed strong increases in France and in the UK – the two largest countries for this division - and remained solid in Central Europe.

Transport revenues improved by 14.4% to €77.7 million. Excluding acquisitions and the impact of foreign exchange, organic revenues were up 14.5%. This performance was primarily driven by the continued advertising recovery in Hong Kong, a marked improvement in the US airport business, and by the continued particularly strong growth in Spain and Portugal where revenues increased in double-digits.

Commenting on the results, **Jean-Charles Decaux, Chairman of the Board and Co-Chief Executive Officer**, said:

“Revenue growth in the third quarter of 2004 was at the top end of our expectations, with all three of our divisions contributing strongly to this performance. Our Street Furniture and Billboard businesses benefited from an improved advertising environment across most European markets over the summer. Sales from recent Street Furniture contracts continued to increase in the United States and Asia-Pacific, and our Transport advertising business confirmed the recovery in this market.

Based on these results, we now expect that the Company will show organic revenue growth of around 5% in 2004, leading to further improvement in profitability.”

Next information : 2004 FY revenues on 2 February 2005, before market.

Key Information on the Group

- 2003 revenues : €1543.8 million; H1 revenue €792.3 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

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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.