

## JCDECAUX ANNOUNCES REVENUES FOR THE FIRST QUARTER 2002

Communication  
Extérieure

- ✂ Revenues Increased 4.7% to €358 million
- ✂ Street Furniture continues to drive revenue growth
- ✂ Overall performance in line with Group expectations

**29 April, 2002 – JCDecaux SA** (Euronext Paris: DEC) today announced its revenues for the three months ended 31 March, 2002, reporting a 4.7% increase to €358.6 million compared to the same period last year. On a like-for-like basis, excluding acquisitions, revenues decreased by 2.1%, reflecting a particularly strong first quarter last year and continued weakness in the Transport division. These revenue figures are in line with the Company's comments at the time of its annual results, announced in March.

Q1 2002 Revenues	2002 (€m)	2001 (€m)	Growth (%)	Organic Growth (%)
Street Furniture	198.8	188.1	+5.7%	+ 3.5%
Billboard	93.2	81.3	+14.6%	-2.8%
Transport	66.6	73.1	-8.9%	-15.8%
<b>Total</b>	<b>358.6</b>	<b>342.5</b>	<b>+4.7%</b>	<b>-2.1%</b>

**Street Furniture** revenues increased by 5.7% to €198.8 million in the first quarter from €188.1 million in the same period last year. Excluding acquisitions, organic revenue growth was 3.5% in the period, comfortably ahead of the 2001 fourth quarter year-on-year increase of 1.6%. **Billboard** revenues rose 14.6% to €93.2 million from €81.4 million in the same period last year, but declined 2.8% on a like-for-like basis. **Transport** revenues declined 8.9% to €66.6 million from €73.1 million in the first quarter of 2001, and declined 15.8% on a like-for-like basis.

These revenue figures reflect the continued strong contribution of the Company's street furniture business, which showed good advertising sales growth in US shopping malls, and the relative improvement in billboard trading conditions compared to the fourth quarter of last year, while the advertising environment in transport remained difficult.

JCDecaux has continued to improve its portfolio and expand its footprint. Significantly in terms of the development of the outdoor advertising market, JCDecaux has formed a five year pan-European outdoor advertising alliance with Unilever, potentially worth in excess of €100 million.

Allemagne

Argentine

Australie

Autriche

Belgique

Bosnie

Brésil

Bulgarie

Croatie

Danemark

Espagne

États-Unis

Finlande

France

Hong Kong

Inde

Irlande

Italie

Japon

Luembourg

Malaisie

Norvège

Pays-Bas

Philippines

Pologne

Portugal

République Tchèque

Royaume-Uni

Singapour

Slovaquie

Slovenie

Suède

Suisse

Taiwan

Uruguay

Viet Nam

Yougoslavie

Jean-François Decaux, Chairman of the Board and Co-Chief Executive Officer, said:  
« Our first quarter performance was in line with expectations and highlights the attractiveness of our street furniture business, which continues to grow on the back of an already strong performance in 2001 and in 2000, reflecting the unique quality of our assets. While trading conditions improved in Billboard compared to the end of last year, our Transport division continued to be impacted by the aftermath of September 11.

Looking ahead, we expect that Street Furniture will achieve higher organic revenue growth, in line with the first quarter, than previously anticipated for the first half of 2002, while organic revenues in our Billboard division may decline slightly. In Transport, while organic revenues are still expected to show a double-digit decline compared to the first half of last year, when Transport increased 13% organically, improvement should be seen in the second half. We will continue to make sound progress, with year on year growth in the second half of 2002 expected to be stronger than in the first, in part due to more favourable comparables. We expect to continue to outperform both the advertising market as well as the outdoor advertising market. »

**Key Information on the Group:**

- Listed on Euronext Paris ; part of the SBF 120 index
- 2001 sales of 1.5 billion euros
- N°1 worldwide in street furniture
- N°1 worldwide in airport advertising
- N°1 in Europe for billboards
- 580, 000 advertising panels in 39 countries
- 7,300 employees
- Present in 3,200 cities with over 10,000 inhabitants

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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.

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