

## Cyclocity: 10,000 subscribers - around the world on a bike!

### Communication Extérieure

Allemagne  
Argentine  
Australie  
Autriche  
Belgique  
Bosnie  
Brésil  
Bulgarie  
Canada  
Chili  
Chine  
Corée  
Croatie  
Danemark  
Espagne  
Estonie  
États-Unis  
Finlande  
France  
Hongrie  
Irlande  
Islande  
Italie  
Japon  
Lettonie  
Lituanie  
Luxembourg  
Malaisie  
Mexique  
Norvège  
Pays-Bas  
Pologne  
Portugal  
République Tchèque  
Royaume-Uni  
Russie  
Serbie et Montenegro  
Singapour  
Slovaquie  
Slovénie  
Suède  
Suisse  
Thaïlande  
Turquie  
Uruguay

**Paris, 7 July 2005 - JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, has just signed up its 10,000<sup>th</sup> subscriber, six weeks after launching its public bicycle programme in Lyon and Villeurbanne. Since 19 May, the inhabitants of Greater Lyon have already travelled more than 40,000 km, or once around the world on bicycles.

Cyclocity, christened 'Vélo'v à Lyon', is proving to be highly complementary to existing public transport, as demonstrated by the peak hours for bicycle use - during the week (8 a.m. to 9 a.m., 12 p.m. to 2 p.m. and 5 p.m. to 7 p.m.), rush hour and lunchtime. Users have adopted Cyclocity as the best way of linking public transport and their final destination. Cyclocity makes it possible to make short urban trips to shops and the work place.

Everyday Cyclocity is used between 7 a.m. and 11 p.m. during the week and 10 a.m. to 2 a.m. in the morning at the weekend. The average duration is 20 minutes with an average of 2.8 km covered. Cyclocity is already registering more than 4,000 bicycles hired each weekday. The typical profile of a user: a man (70%), active (66% aged from 25 to 55 years old). He uses Cyclocity mainly from 8 a.m. to 9 a.m., from 12 p.m. to 2 p.m. and from 5 p.m. to 7 p.m. during the week and from 11 a.m. to 12 p.m., from 5 p.m. to 6 p.m. and up to midnight during the weekend.

**Jean-Charles Decaux**, the Co-CEO, stated: *"With Cyclocity, JCDecaux is providing a complementary extension of the public transport system in Greater Lyon and has set up the largest fleet of self-service bicycles in the world. The figures demonstrate that the inhabitants of Greater Lyon have adopted Cyclocity into their daily lives. As with street furniture, I am convinced that Cyclocity is going to become widespread in France as well as abroad and offer a new method of urban transport."*

#### Key figures for the Group

- 2004 revenues: €1,627.3 million ; Q1 2005 revenues : €379.7 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- N°1 worldwide in street furniture (311,000 faces)
- N°1 worldwide in airport advertising with 155 airports and more than 150 transport contracts in metros, buses, trains and tramways (208,000 faces)
- N°1 in Europe for billboards (197,000 faces)
- 716,000 advertising faces in 45 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 7,500 employees

#### Press Relations

Agathe Albertini  
Tel: +33 (0)1 30 79 34 99  
Fax: +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

#### Investor Relations

Alexandre Hamain  
Tel: +33 (0)1 30 79 79 93  
Fax: +33 (0)1 30 79 77 91  
[alexandre.hamain@jcdecaux.fr](mailto:alexandre.hamain@jcdecaux.fr)

JCDecaux SA

Siège Social : 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tél. : +33 (0)1 30 79 79 79  
Royaume-Uni : 991 Great West Road, Brentford - Middlesex TW8 9DN - Tél. : +44 (0) 208 326 7777  
[www.jcdecaux.com](http://www.jcdecaux.com)

Société Anonyme à Directoire et Conseil de Surveillance au capital de 3 378 284,27 euros - 307 570 747 RCS Nanterre - FR 44307570747