



## JCDECAUX Pearl & Dean Ltd signs a contract for the potential acquisition of 73.38% of Media Partners International shares

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay

Paris, 21<sup>st</sup> September 2005 - JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company in Europe and number two worldwide, announced today that its wholly owned subsidiary, JCDecaux Pearl & Dean Ltd, has signed a sale and purchase agreement relating to the potential acquisition of approximately 73.38% of the share capital of Media Partners International Holdings Inc. (HK GEM : 8072) ("MPI"), a company listed on the Growth Enterprise Market ("GEM") of the Hong Kong Stock Exchange, together with the purchase of a convertible bond in the principal amount of HK\$85 million. The proposed acquisition price is HK\$715 million (€75.1 million) or HK\$1.141 per share for the shares and HK\$85 million (€8.9 million) for the convertible bond.

MPI operates metro advertising contracts in Shanghai (lines 1 and 4), Guangzhou (line 1) and Nanjing, the light rail in Beijing and the airport express in Hong Kong. MPI is also a leading supplier of advertising services on bus networks (18 400 buses) in the People's Republic of China, with leading market share in Shanghai, Beijing, Nanjing, Chongqing and Chengdu. In the first half of 2005 MPI reported turnover of HK\$178.8 million (€17.9 million), up 18% as compared with the same period in 2004.

JCDecaux Pearl & Dean Ltd has an exclusive right to conduct due diligence on MPI up until 20<sup>th</sup> October 2005. If after completion of due diligence JCDecaux Pearl & Dean Ltd decides to proceed with the acquisition, it will launch a general offer for the remaining shares at HK\$1.141 per share, in accordance with the regulations of the Hong Kong Stock Exchange.

### Key Information on the Group

- 2004 revenues: €1,627.3 million; H1 2005 revenues: €833.7 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

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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