

JAPAN: MCDecaux wins exclusive 20-year bus shelter advertising contract for Nagoya

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Paris, 2 June 2005 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, announced today that **MCDecaux**, a joint venture between JCDecaux SA (60 %) and Mitsubishi Corporation (40%), has won the exclusive 20-year bus shelter advertising contract for Nagoya, following an invitation to tender.

The contract is for 300 bus shelters as target in the first phase, incorporating 600 advertising faces. With six bus shelters installed, the first year will be spent piloting the concept of bus shelter advertising to the citizens of the City of Nagoya and gauging their reactions. If these reactions are positive, the contract will be confirmed.

Nagoya and its region are a particularly prosperous and dynamic area that is currently hosting the World Exhibition « Expo Aichi 2005 ». The fourth largest city in Japan with a population of 2.2 million and the headquarters of the Toyota empire settled in Chubu region, it has become the new centre for growth in the country.

Japan is the second largest advertising market in the world, representing approximately US\$30 billion, 12 % of which is allocated to outdoor advertising. The country offers significant growth potential for street furniture. In January 2003, advertising on bus shelters was authorised, as it provided a means of financing street furniture programmes and ensuring their upkeep and maintenance.

Jean-Charles Decaux, co-CEO of JCDecaux stated: « Having won the Yokohama contract in 2004, this new contract confirms the acceptance of the bus shelter advertising concept in the Japanese market. We are convinced that these two contracts will be an example for other Japanese cities. Our presence in Nagoya strengthens our position in the second largest advertising market in the world and reinforces JCDecaux's position as number one in the world for Street Furniture. »

Key Information on 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

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