

JCDecaux wins the contract for tramway furniture and self-service bicycles for the urban community of Marseille Provence Métropole

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
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
Uzbekistan
Ukraine

Paris, October 12, 2006 - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and the number two worldwide, announced today that it has won the 15-year contract to provide tramway furniture and self-service bicycles for the urban community of Marseille Provence Métropole, following a public tender.

The tramway furniture contract covers a total of 106 tramway shelters and 105 2m² scrolling Citylight information panels located in and around the various tramway stations. The contract also covers the installation of 1,000 self-service bicycles and 130 Cyclocity® cycle racks. The advertising panels will finance a part of the contract, with the remainder being funded by the local authority. However, its financial contribution will be substantially reduced thanks to the revenues it receives directly from the bicycle rentals in accordance with the contract.

In order to do credit to this contract, a new furniture item will be specifically designed for the tramway network, as part of a major public transport project undertaken by the urban community ahead of inauguration which will be the highlight of 2007.

Marseille Provence Métropole, with its 980,000 inhabitants, is the first urban area in France to adopt Cyclocity (the only means of individual public transport) alongside its tramway network. This twin launch forms part of an overall plan to promote both means of eco-friendly transport and to take full account of the challenges of sustainable development.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, commented: *“Our success in winning the Marseille Provence Métropole contract – which provides for the joint installation of a tramway system and Cyclocity® within the city of Marseilles – represents a major step forward in the growing awareness among urban communities of the need to adopt intermodal transport strategies. It also reinforces our determination to offer cities and their inhabitants a range of services of the highest possible quality based on the unique know-how and expertise of our people, and on our policy of constantly searching for Street Furniture solutions based on the values of sustainable development. More over, the internationally renowned quality of our maintenance service also benefits local employment as the installation of Cyclocity® in an urban area leads to the creation of a substantial number of new jobs. After Vienna (Austria), Cordoba and Gijon (Spain), Lyons, Brussels and Aix-en-Provence, this new contract further consolidates our position as the world number 1 in self-service bicycle hire.”*

Key Figures for the JCDecaux Group:

- 2005 revenues: €1,745.2m, first half 2006 revenues: €945.8M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices.
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in over 3,400 cities with over 10,000 inhabitants
- 7,900 employees

Communications Department

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

Finance Department

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