

## 2007 revenues up 8.2% to €2,106.6 million, Supported by 8.8% organic revenue growth

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Iceland  
India  
Ireland  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Norway  
Poland  
Portugal  
Qatar  
Russia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, 29 January 2008 - JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today 2007 revenues of €2,106.6 million, an increase of 8.2% compared with 2006. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 8.8%, well ahead of the expected growth in the global advertising market in 2007. High-single or double-digit organic revenue growth was reported in all geographic areas for the year with the exception of France, which produced however a good improvement from the third quarter and achieved overall a satisfactory yearly performance, given the deregulation of TV for the retail market.

In the fourth quarter, consolidated revenues grew by 6.3% to €599.7 million (+9.6% on an organic basis) compared to the same period last year. Organic revenues grew faster than reported revenues due to a weaker US dollar, British pound and Hong Kong dollar versus the euro compared to the same period last year. These revenues reflect the continued strong double-digit organic revenue increase from Transport, and solid performances from Street Furniture and Billboard over the quarter. Geographically, France showed an improvement in October and November and there was an acceleration in organic revenue growth in North America.

### By activity:

Full Year Revenues	2007 (€m)	2006 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	1,042.8	984.1	6.0%	5.5%
Transport	574.1	507.7	13.1%	16.7%
Billboard	489.7	454.6	7.7%	7.3%
<b>Total Group</b>	<b>2,106.6</b>	<b>1,946.4</b>	<b>8.2%</b>	<b>8.8%</b>

Q4 Revenues	2007 (€m)	2006 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	305.4	289.8	5.4%	6.7%
Transport	163.5	150.8	8.4%	17.7%
Billboard	130.8	123.7	5.7%	6.1%
<b>Total Group</b>	<b>599.7</b>	<b>564.3</b>	<b>6.3%</b>	<b>9.6%</b>

### By geographic area:

Full Year Revenues	2007 (€m)	2006 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
France	589.1	580.4	1.5%	1.5% <sup>(2)</sup>
United Kingdom	301.4	265.3	13.6%	15.4%
Rest of Europe	759.0	692.7	9.6%	8.1%
Asia-Pacific	285.5	251.9	13.3%	17.6%
North America	153.4	140.7	9.0%	14.5%
Rest of the world	18.2	15.4	18.2%	10.6%
<b>Total Group</b>	<b>2,106.6</b>	<b>1,946.4</b>	<b>8.2%</b>	<b>8.8%</b>

(1) Excluding acquisitions/divestitures and the impact of foreign exchange

(2) Core advertising revenues in France increased by 2.4% organically in 2007

**Street Furniture** revenues for the full year grew by 6.0% to €1,042.8 million. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 5.5%. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of Street Furniture contracts, increased by 6.5% organically.

In the fourth quarter, revenues increased by 5.4% to €305.4 million (+6.7% on an organic basis) compared to the same period last year. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts, rose by 7.0% organically. In Europe, double-digit organic revenue increases were reported in Scandinavia, Central and Eastern Europe, the Netherlands and Italy, and solid growth was seen in Spain. While solid growth was also achieved in France, there was a slight reduction in revenues in the United Kingdom. Solid growth was reported in North America and continued double-digit revenue growth was achieved in Asia-Pacific and the Rest of the World.

**Transport** revenues for the full year increased by 13.1% to €574.1 million. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 16.7%.

In the fourth quarter, revenues increased by 8.4% to €163.5 million (+ 17.7% on an organic basis). Double-digit organic revenue growth was again achieved in a number of markets including Scandinavia, Austria and Portugal. Solid growth was reported in France, Spain and Italy. China and the United States, which continued to benefit from rising revenues from the Los Angeles Airport advertising program, also again achieved double-digit organic revenue growth.

**Billboard** revenues for the full year increased by 7.7% to €489.7 million. Excluding acquisitions and the impact of foreign exchange, organic revenues grew by 7.3%.

In the fourth quarter, revenues increased by 5.7% to €130.8 million (+ 6.1% on an organic basis). Double digit growth was recorded in Central and Eastern Europe over the period while revenue progression remained solid in the United Kingdom, Ireland, Spain and Belgium. In France, revenues were flat over the quarter.

Commenting on the Group's 2007 revenue performance, Jean-François Decaux, Chairman of the Executive Board and Co-CEO, said:

*"These strong group revenue figures reflect good performances across all three of our divisions and a good geographical balance. With underlying annual organic growth of 8.8%, JCDecaux's performance should be well ahead of the growth in the global advertising market in 2007.*

*Importantly, most of our geographic areas have produced high single or double digit organic revenue growth, and France had a good performance considering the deregulation of TV advertising for the retail sector. All this reflects the continued outperformance of outdoor advertising compared to other traditional media, the quality of our teams, of our advertising assets worldwide and the benefits of our accelerating expansion in fast-growing emerging markets.*

*As in previous years, we will give our guidance for 2008 when we issue our 2007 results on 12 March but in the meantime, we can already confirm we are confident that we will continue to outperform the current expected growth in the world advertising market in 2008."*

**Next information:**

2007 Annual Results: 12 March 2008 (before market)

## Key Figures for the Group:

- 2007 revenues: €2,106.6 m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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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.*