

JCDecaux

JCDecaux and its Avenir subsidiary win the non-station billboard concession of Réseau Ferré de France

Out of Home Media

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Paris, March 6, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, announces that the Avenir-JCDecaux group has recently been awarded, following a competitive tender, the contract to operate the non-station advertising assets (“Lot 2”) of Réseau Ferré de France, RFF, the company responsible for managing the French railway infrastructure, for a period of 8 years.

The nature and size of RFF’s “Lot 2” represents a major commercial venture including a total of 10,000 advertising panels, of which Avenir already operates nearly 2,300 on a subletting basis.

The inclusion of this new portfolio will enhance the quality and audience of the urban networks of the JCDecaux Group throughout France. These assets will also help to consolidate Avenir and JCDecaux’s positions as the principal partners of advertisers and media agencies for the provision of their outdoor advertising campaigns.

The provisional full-year revenues generated by these billboards is in the region of €28m per annum.

The Avenir-JCDecaux group will take on all the personnel involved in this activity, who will join the 3,500 employees of the JCDecaux Group in France.

From an environmental point of view, one key aspect of the offer lay in the measures taken to protect the environment. The group has made an undertaking to optimise the advertising opportunities provided by this exceptional asset portfolio.

Jean-Charles Decaux, Chief Executive Officer of JCDecaux, made the following statement: *“We are delighted that RFF has chosen us to exploit its non-station assets. In order to make a real change we made an offer based on the strategic direction that JCDecaux has pursued for a number of years, a consistent industrial policy, clear commitments in terms of design and maintenance as well as an ambitious plan in regard to their commercial exploitation. After our recent successes with the contracts awarded by OPAC and the Paris Port Authority and thanks to this new outstanding portfolio of assets, Avenir in particular has strengthened its position as the leading player in the French outdoor advertising market as far as audience numbers are concerned. All the Group’s employees are fully mobilised to ensure the success of this new partnership.”*

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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

Key Figures for the Group:

- 2007 revenues: €2,106.6 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (351,000 advertising panels)
- N°1 worldwide in transport advertising with 145 airports and over 300 transport contracts in metros, buses, tramways and trains (386,000 advertising panels)
- N°1 in Europe for billboards (215,000 advertising panels)
- N°1 in outdoor advertising in China (219,000 advertising panels in 23 different cities)
- N°1 worldwide in self service bicycles
- 952,000 advertising panels in 54 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 8,900 employees

Press Relations

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