

## JCDecaux wins the advertising Street Furniture contract for Toulouse

### Out of Home Media

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**Paris, May 29, 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, has been awarded, within the framework of a competitive tender process, the advertising street furniture contract for the city of Toulouse (427,000 inhabitants), the 4<sup>th</sup> largest city in France and capital of the Midi-Pyrénées region, for a period of 15 years.

The renewed contract for advertising street furniture concerns 630 advertising bus shelters, 20 non-advertising bus shelters, 350 2m<sup>2</sup> "Mupi® mobile" city information panels, 80 8m<sup>2</sup> Senior® billboards and 20 12m<sup>2</sup> displays in addition to 20 columns representing a total of **2,100 2m<sup>2</sup> advertising panels, 160 8m<sup>2</sup> advertising panels and 40 12m<sup>2</sup> advertising panels**. The street furniture installed under this agreement is the work of renowned architects or designers such as Lord Norman Foster and Mario Bellini, or JCDecaux creations.

When the decision to renew this contract was announced, **Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, made the following statement: *"After winning the contract to provide the city with self-service bicycles and the fantastic success enjoyed by VélôToulouse since November 16 2007 with 870,000 individual rentals, I am delighted that the City of Toulouse has renewed its agreement with JCDecaux. This new contract reinforces our commitment to provide cities and their inhabitants with the very best service. Quality, upkeep, maintenance and sustainable development are the key strengths of JCDecaux. They allow the Group to constantly improve and strengthen its advertising networks and to offer advertisers and their media agencies the most powerful resources available in the market, both in Toulouse and throughout France."*

### JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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