

## FIRST QUARTER 2005 : CONTINUED STRONG ORGANIC REVENUE GROWTH (+7.3%)

### Out of Home Media

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 Portugal  
 Republic of China  
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 Spain  
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**Paris, 27 April 2005 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and the number two worldwide, announced today its revenues for the three months ended 31 March, 2005. Revenues are reported under IFRS standards for both 2005 and 2004. On a reported basis, revenues increased by 6.0% to €379.7 million compared to €358.1 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 7.3%.

### Under IFRS standards:

Q1 Revenues	2005 (€m)	2004 (€m)	Change (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	211.9	196.9	7.6%	8.3%
Billboard	99.0	96.2	2.9%	3.5%
Transport	68.8	65.0	5.9%	9.8%
<b>Total</b>	<b>379.7</b>	<b>358.1</b>	<b>6.0%</b>	<b>7.3%</b>

*(1) excluding acquisitions/divestitures, the impact of foreign exchange and the revenue reclassification of some activities in 2005*

**Street Furniture** revenues increased by 7.6% to €211.9 million from €196.9 million in the first quarter of 2004. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 8.3% over the period. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture contracts, rose by 9.9% organically.

The advertising market continued to be robust in many European countries, with double digit revenue growth in the UK, Portugal, Spain, Italy, Sweden and Denmark. Belgium and Germany reported high single-digit growth, while market conditions remained tough in France and Austria.

In the Americas and Asia-Pacific, revenues grew in double digits, benefiting from the increasing implementation of recently won street furniture contracts. In the US, revenue growth was particularly strong in Chicago, Los Angeles and the shopping malls.

**Billboard** revenues grew by 2.9% to €99.0 million from €96.2 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 3.5%. Portugal, Italy and Belgium benefited from favorable market conditions and reported double-digit revenue growth. In France and the UK, revenue growth was moderate.

**Transport** revenues rose by 5.9% to €68.8 million from €65.0 million in the first quarter of 2004. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 9.8%. While the division had a slow start to the year in the United States and Portugal, organic revenues grew in double digits in Hong Kong, the UK, Italy, Spain, Norway and Germany. In France, revenue growth was moderate.

Commenting on the first quarter revenues and prospects in 2005, Jean-Charles Decaux, Chairman of the Board and Co-Chief Executive Officer, said:

*"As anticipated, our first quarter revenues showed strong organic growth, with particularly good performances from our Street Furniture and Transport divisions; as expected, second quarter organic revenue growth will be weaker than in the first.*

*Visibility still remains short term and we continue to expect organic revenue growth of around 4% for 2005, leading to further improvement in profitability."*

**Next information :**  
**Annual Shareholders Meeting: 11 May 2005**  
**Q2 2005 revenues: 27 July 2005 (before market)**

#### **Key Information on the Group**

- 2004 revenues: €1,627.3 million
- JCDecaux is listed on the Euronext of Euronext Paris and is part of the Euronext 100 and FTSE4Good indexes
- N°1 worldwide in street furniture (304, 000 faces)
- N°1 worldwide in airport advertising with 155 airports and more than 150 transport contracts in metros, buses, trains and tramways (157, 000 faces)
- N°1 in Europe for billboards (197,000 faces)
- 658,000 advertising faces in 45 countries
- a presence in 3,500 cities with more than 10,000 inhabitants
- 6,900 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.