

## JCDecaux wins the self service bicycle and street furniture contract for Mulhouse and its suburbs

### 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, 15 January 2006** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, has won a public tender for street furniture and self-service bicycles in Mulhouse and its suburbs. The 15-year contract covers not only the towns of Mulhouse, Illzach and Kingersheim but also the area covered by SITRAM (*Syndicat intercommunal des transports de l'agglomération mulhousienne* – the Mulhouse regional transport company) with a total population of 234,445 inhabitants.

The street furniture contract being renewed relates to 263 bus shelters, 183 2m<sup>2</sup> MUPI<sup>®</sup> (street furniture displaying information), 88 8m<sup>2</sup> billboards and 7 columns. It represents around 1,050 advertising panels.

200 bicycles and 20 Cyclocity<sup>®</sup> stations will also be installed. With this contract, Mulhouse becomes the 1<sup>st</sup> town in eastern France to adopt this mode of individual public transport, which has met with unprecedented success since it was installed in Lyon in May 2005.

**Jean-Charles Decaux, Chairman of the Executive board and Co-CEO** stated: *“This new market strengthens JCDecaux in its commitment to quality, innovation and sustainable development in the street furniture arena. Establishing Cyclocity<sup>®</sup> in Mulhouse demonstrates that this concept, which has been designed and developed by JCDecaux, is increasingly being considered by cities when developing new urban travel policies. As proved by the experience of Lyon, the public has also welcomed the Cyclocity concept which opens up new ways of considering the city’s public spaces thanks to its permanent availability, ease of use and respect for the environment. Following on from Vienna (Austria) Cordoba and Gijon (Spain), Lyon, Brussels, Aix en Provence and Marseille, our new contract with Mulhouse reinforces our position as world number one in self-service bicycles.”*

**Key Figures for the Group JCDecaux:**

- 2005 revenues: €1,745.2M, Q3 2006 revenues: €1,382.1M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices. JCDecaux has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion.
- 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](mailto: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](mailto:alexandre.hamain@jcdecaux.fr)