

# JCDecaux

## JCDecaux launches Cyclocity® in Brussels on the city's 'car-free day'

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**Paris, September 18, 2006** – JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, and number two worldwide, yesterday launched Cyclocity® in Brussels on the city's annual 'car-free day'. With 250 self-service bicycles available at 23 cycle racks, this innovative system is now up and running within the pentagon of boulevards surrounding central Brussels.

Following Vienna (Austria), Cordoba and Gijon (Spain), Brussels becomes the 4<sup>th</sup> city outside France to team up with JCDecaux, the world leader in self-service bicycle hire, and offer this pioneering form of individual public transport.

In France, Cyclocity® (christened Vélo'v® by the greater Lyons area), has enjoyed unprecedented success since its début in Lyons in May 2005. The system's 60,000 subscribers – who hire bicycles up to 28,000 times per day – have already covered 10 million kilometers in the space of 15 months, averaging a daily total of 40,000 kilometers - equal to the circumference of the Earth at the equator..

According to a BVA survey carried out in May 2006, Vélo'v® users are extremely satisfied with the service, giving it an average score of 7.7 out of 10. Acting as veritable ambassadors for the service, they contribute to its continued development through favourable word-of-mouth publicity. Indeed, Vélo'v® enjoys a personal recommendation rate of almost 90%.

Brussels will now become a new showcase for Cyclocity for cities wanting to adopt this new type of eco-friendly transport system.

Commenting on the launch of Cyclocity® in Brussels, Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"With Cyclocity, JCDecaux is introducing its pioneering means of individual public transport for the first time in Belgium. This is why we decided, in agreement with the City of Brussels, to launch this system on the highly symbolic occasion of 'car-free day'..*

*"In line with the expectations currently expressed by cities and citizens in terms of sustainable development, Cyclocity® forms an integral part of the urban landscape as an eco-friendly answer to the problems of excessive car use and pollution while simultaneously guaranteeing safety, comfort and ease of use. With its development constantly driven by innovation, JCDecaux is demonstrating once again, with Cyclocity®, its ability to offer local communities new solutions capable of meeting the challenges confronting them, notably in the area of environmental protection".*

JCDecaux SA

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Société Anonyme à Directoire et Conseil de Surveillance au capital de 3 378 284,27 euros - 307 570 747 RCS Nanterre - FR 44307570747

**Key Figures for the JCDecaux Group:**

- 2005 revenues: €1,745.2m, first half 2006 revenues: €945.8M
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices.
- 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

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