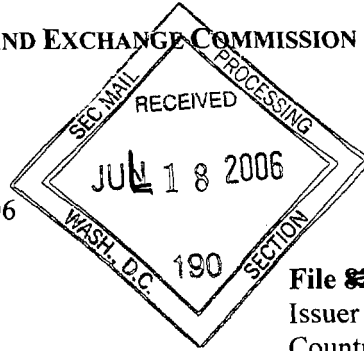


UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
450 Fifth Street, N.W.  
WASHINGTON, D.C. 20549  
U.S.A.

Neuilly-sur-Seine, 12<sup>th</sup> July 2006



SUPPL

082-24631

File ~~82-3247~~

Issuer : JCDecaux SA

Country : France

**Communication  
Extérieure**

Re : Disclosure Materials provided by JCDecaux SA pursuant to Rule 12g3-2(b)

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Australie  
Autriche  
Belgique  
Bosnie  
Brésil  
Bulgarie  
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Chine  
Corée  
Croatie  
Danemark  
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Finlande  
France  
Hongrie  
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Malaisie  
Mexique  
Norvège  
Pays-Bas  
Pologne  
Portugal  
République Tchèque  
Royaume-Uni  
Russie  
Serbie et Montenegro  
Singapour  
Slovaquie  
Slovénie  
Suède  
Suisse  
Thaïlande  
Turquie  
Uruguay

Ladies and Gentlemen,

Please find attached, in relation to JCDecaux SA :

- A press release dated 24th April 2006 in relation to JCDecaux renewing and extending its streets furniture contract for the municipalities of Clermont-Ferrand, Chamalière, Courmon, Royat and Riom ;
- A press release dated 25th April 2006 regarding JCDecaux being chosen by Brussels to provide its public bicycle service ;
- A press release dated 26th April 2006 in relation to JCDecaux SA's revenue for the first quarter of 2006, which is up by 16.5% ;
- A press release dated 2nd May 2006 in relation to JCDecaux Texon winning the Tram Body Advertising Contract ;
- A press release dated 12th May 2006 in relation to JCDecaux SA's annual general meeting dated 10th May 2006 ;
- A press release dated 23th May 2006 in relation to JCDecaux winning a € 730 million contract with BAA Airport ;
- A press release dated 1<sup>st</sup> June 2006 in relation to JCDecaux joining Interbrand's ranking for "Best French Brands by Value".

JCDecaux SA is providing these documents to you pursuant to its obligations under Rule 12g3-2(b).

Please do not hesitate to contact me, by e-mail, [danylouise.richet@jcdecaux.fr](mailto:danylouise.richet@jcdecaux.fr) or by telephone 33 1 30 79 49 07, should you have any questions or comments regarding the format and/or content of the enclosed materials.

Very truly yours,

  
**Dany Louise Richet**

Legal Affairs

Head of the Stock Market / Company Law Department

Enc.

PROCESSED

JUL 19 2006

THOMSON  
FINANCIAL



JCDecaux SA

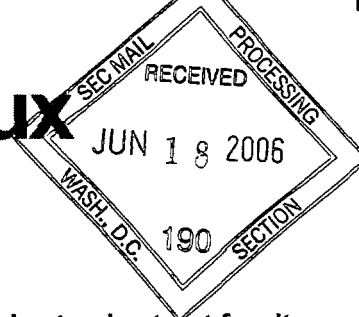
Siège Social : 17, rue Soyer - 92523 Neuilly-sur-Seine Cedex - France - Tél. : +33 (0)1 30 79 79 79

Royaume-Uni : 991 Great West Road, Brentford - Middlesex TW8 9DN - Tél. : +44 (0) 208 326 7777

[www.jcdecaux.com](http://www.jcdecaux.com)

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

# JCDecaux



## JCDecaux renews and extends street furniture contract for the municipalities of Clermont-Ferrand, Chamalières, Cournon, Royat and Riom.

### Out of Home Media

Accounting  
Advertising  
Business  
Company  
Contact  
Corporate  
Finance  
General  
Human Resources  
Information  
Investor Relations  
Legal  
Marketing  
Media  
Operations  
Product  
Public Affairs  
Sales  
Strategy  
Technology  
Training  
Transportation  
Website

**Paris, April 24, 2006** - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and number two worldwide, has renewed the street furniture contract for the municipalities of Clermont-Ferrand, Chamalières, Cournon d'Auvergne, Royat and Riom (205,000 inhabitants) and won the station platform shelters of the first tramway line opened by the SMTC (Syndicat Mixte des Transports Clermontois) following a public tender. The contract is for a period of 15 years.

The contract covers a total of 62 tramway shelters, 237 bus shelters, 247 2m<sup>2</sup> map and information panels (MUPI®) and 87 large format 8m<sup>2</sup> billboards (Senior®). Two street furniture ranges have been chosen for these items: the first was specifically designed for tramway shelters by the architect Jacques Dulieu and the second "Hydra" range, created by JCDecaux, has been selected for all the other street furniture to be installed in the five urban areas covered by the contract.

**Jean-Charles Decaux, Co-CEO of JCDecaux,** said: *"The fact that these municipalities in the Auvergne have chosen our solutions once again reflects JCDecaux's commitment to both quality and innovation. By offering towns and cities throughout France a choice of street furniture ranges tailored to their particular needs, we help to improve the quality of their citizens' lives".*

### KEY INFORMATION ABOUT THE GROUP:

- 2005 revenues: €1,745.2m
- 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 faces)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, trains and tramways (207,000 advertising faces)
- N°1 in Europe for billboards (190,000 advertising faces)
- N°1 outdoor advertising company in China (79,000 advertising faces in 20 cities)
- 715,000 advertising faces in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employee

### Press Relations

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Fax: +33 (0) 1 30 79 35 79  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

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JCDecaux SA

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## FIRST QUARTER 2006: REVENUES UP 16.5%, DRIVEN BY STRONG ORGANIC REVENUE GROWTH

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Brazil  
Canada  
China  
Czech Republic  
Denmark  
France  
Germany  
Greece  
Hong Kong  
India  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Romania  
Russia  
Singapore  
Spain  
Sweden  
Switzerland  
Taiwan  
Thailand  
UK  
USA  
Vietnam

**Paris, 26 April 2006 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific and the number two worldwide, announced today its revenues for the three months ended 31 March, 2006. On a reported basis, revenues increased by 16.5% to €442.2 million compared to €379.7 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 8.0%, reflecting improvement across all three divisions, particularly in Transport.

Q1 Revenues	2006 (€m)	2005 (€m)	Reported growth (%)	Organic growth <sup>(1)</sup> (%)
Street Furniture	227.5	211.9	7.4%	5.4%
Billboard	103.9	99.0	5.0%	4.2%
Transport	110.8	68.8	61.0%	21.3%
<b>Total</b>	<b>442.2</b>	<b>379.7</b>	<b>16.5%</b>	<b>8.0%</b>

*(1) excluding acquisitions/divestitures, the impact of foreign exchange and the revenue reclassification of some activities in 2006*

**Street Furniture** revenues increased by 7.4% to €227.5 million from €211.9 million in the first quarter of 2005. Excluding acquisitions and the impact of foreign exchange, organic revenues increased by 5.4% over the period. Core advertising revenues, excluding revenues related to the sale, rental and maintenance of street furniture products, rose by 3.1% organically.

The advertising market strengthened in France, where the company achieved solid organic growth over the period, and continued to be strong in many European countries, with double digit revenue growth achieved in Italy, the Netherlands, Finland and Norway. However, market conditions proved challenging in a number of countries including Spain, Portugal, Belgium and the United Kingdom.

In Asia-Pacific and the Rest of the World, revenues grew in double digits while revenues from North America rose slightly.

**Billboard** revenues improved by 5.0% to €103.9 million from €99.0 million in the same period last year. Excluding acquisitions and the impact of foreign exchange, organic revenue growth was 4.2%. With the exception of Belgium and Italy, most countries increased their revenues over the period. Austria, Ireland and most Eastern European countries produced double-digit rises in organic revenue and growth was solid in Spain and the United Kingdom. In France and Portugal, revenues remained stable.

JCDecaux SA

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[www.jcdecaux.com](http://www.jcdecaux.com)

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Registered capital of 5,375,284.27 euros - # RCS: 337 670 747 Nanterre - FR 44967570747

**Transport** revenues rose by 61.0% to €110.8 million from €68.8 million in the first quarter of last year, following the 2005 acquisitions of MediaNation and Media Partners International in China. Excluding acquisitions and the impact of foreign exchange, organic revenues rose by a record 21.3%, with strong increases in most countries. Organic revenues grew in double digits in China, Chile, Spain, Germany, Norway, France and Italy. However, it was the United States which reported the best performance overall, benefiting from the renewed and extended contract with the New York Airports. Organic revenue growth was strong in Hong Kong and solid in Portugal and the United Kingdom.

Commenting on the first quarter revenues and prospects for 2006, Jean-François Decaux, Chairman of the Executive Board and Co-Chief Executive Officer, said:

*"As anticipated, our first quarter revenues showed strong organic growth, reflecting solid performances from Street Furniture and Billboard and a record increase from our Transport division.*

*The strong revenue increase from Transport advertising as well as the improvement in the French advertising market should continue fuelling our organic revenue growth, which we now expect to exceed 6% for 2006."*

**Next information :**

Annual Shareholders Meeting: 10 May 2006  
Q2 2006 revenues: 26 July 2006 (before market)

**Key Figures for the Group:**

- 2005 revenues: €1,745.2M
- JCDecaux is listed on the Euronext of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
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- 715,000 advertising panels in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

For more information, contact :

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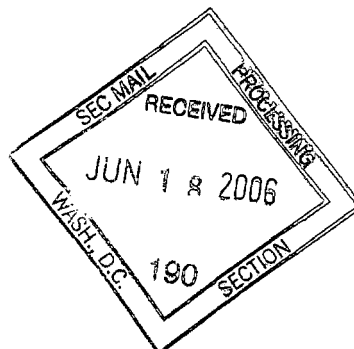
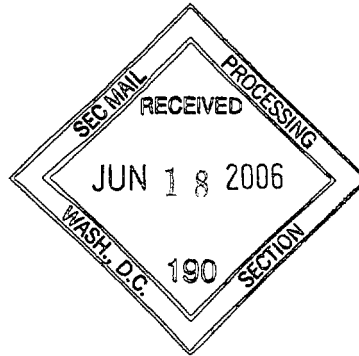
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**Forward Looking Statement**

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.



# JCDecaux

## JCDecaux Texon Wins Tram Body Advertising Contract

### Out of Home Media

Advertising  
Billboards  
Bus Shelters  
Cinema  
Direct Mail  
E-Advertising  
Elevators  
Exhibitions  
Food and Beverage  
Golf  
Hotels  
Indoor Advertising  
Interactive  
Liquor  
Malls  
Mobile  
Outdoor Advertising  
Point of Purchase  
Public Transport  
Retail  
Signage  
Sports and Entertainment  
Television  
Tramways  
Travel  
Vending  
Video  
Wallpaper  
Windows  
Workplaces

**Paris, 2 May 2006** -, JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and number two worldwide, today announced that its wholly owned subsidiary JCDecaux Texon, the number one street furniture advertising company in Hong Kong, has been awarded by the Hong Kong Tramways Limited a five-year contract for 'Full Body Tram' advertising. Effective May 2, 2006, JCDecaux Texon will be the sole and exclusive advertising agent for the entire fleet of 140 tramcars.

**Frankie Yick, Managing Director of Hong Kong Tramways Limited**, commented "*We are impressed with JCDecaux Texon's passionate enthusiasm and unparalleled expertise in bringing innovative ideas to outdoor advertising. We look forward to close co-operation with their team in the years to come.*"

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: "*This contract is a milestone for outdoor advertising in Hong Kong. We won because of our conviction that Tram Body Advertising is currently not positioned to develop to its full potential. Our 'Icons of Hong Kong' strategy leverages the uniqueness of trams in Hong Kong – we will bring upgraded, high quality advertisements to the city streetscape. We're really excited that Hong Kong Tramways believed in our vision.*"

### Key Figures for the Group:

- 2005 revenues: €1,745.2M; Q1 2006 revenues: €442.2 million
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
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- 715,000 advertising panels in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

### JCDecaux Texon Limited

Hong Kong's N°1 bus shelter advertising company, JCDecaux Texon was founded in 1993 to design, build and operate contemporary passenger weather shelters for transport companies in Hong Kong. It operates the only Bus Shelter Network in Hong Kong with over 4,800 panels. Its individual sales approach and entrepreneurial spirit has transformed bus shelter advertising, raising it to world-class standards.

As a member of the JCDecaux Group since September 2005, JCDecaux Texon has access to the support and resources of the world's largest street furniture company.

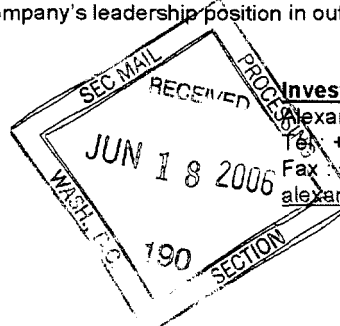
After the recent internal re-alignment of MPI billboards under JCDecaux Texon, this new tram body business strengthens the Company's leadership position in outdoor advertising.

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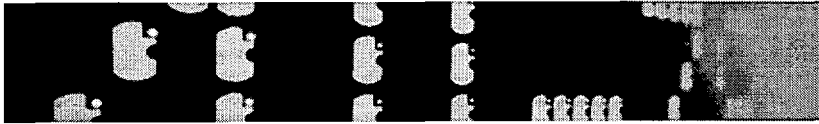
### JCDecaux SA




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-  Search a Flash or a News
-  Access to documents attached
-  Print

**Subject :** Contracts

**Editor :** Corporate Communications - Gui...

23/05/2006

## JCDecaux wins € 730 million BAA Airport contract

Paris, 23 May , 2006 - JCDecaux SA (Euronext Paris: DEC), the number two outdoor advertising company worldwide and the number one worldwide in airport advertising, today announced that it has been awarded the advertising contract with BAA, the world's leading airport operator, for a period of 10 years (7 + 3 year option) through to March 2017.

The new contract, which is forecast to generate advertising revenues of approximately €730 million, will include all seven of BAA's UK airports, Heathrow, Gatwick, Stansted, Glasgow, Edinburgh, Aberdeen and Southampton as well as the Heathrow Express.

This latest win further strengthens JCDecaux's position in airport advertising. It follows last year's successful tender in the US where it was appointed for a 10 year term by the New York Port Authority to manage John F. Kennedy International, La Guardia and Newark Liberty International Airports and the 15 year joint venture signed with Airports of Shanghai in January 2005. Earlier this year the Group announced the 10 year renewal of the Hong Kong International Airport contract. JCDecaux currently operates advertising concessions in 153 airports worldwide providing advertisers with a potential audience of approximately 1.1 billion passengers a year, a figure according to industry forecasts that will grow by 5% per annum.

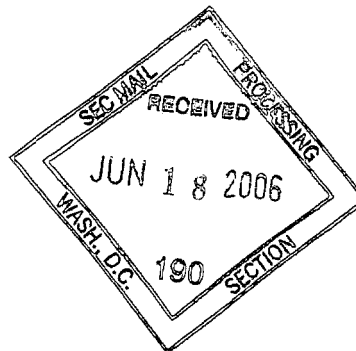
Commenting on this award, Jean-François Decaux, co-Chief Executive Officer, said: "We are delighted that we will be able to build on our successful relationship with BAA. BAA is the largest airport operator in the world with 145 million passengers passing through its airports each year. This is a long-term partnership that has been extended at a very exciting time with the opening of T5 only two years away and the subsequent development of Heathrow East. This unique opportunity will enable us to bring to market many new innovative channels and sponsored services to create a new digital showcase across BAA's seven airports. Combined with our other airport contracts, JCDecaux now has an estimated 35%+ share of global airport advertising revenue".

Key figures for the Group :

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- 7,900 employees

### Document(s) attached

- ▷ Press release BAA 



Close window

## JCDecaux joins Interbrand's ranking for "Best French Brands by Value"

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Brazil  
Canada  
China  
Czechia  
Denmark  
France  
Germany  
Greece  
Hong Kong  
India  
Indonesia  
Italy  
Japan  
Korea  
Kuwait  
Lebanon  
Malaysia  
Mexico  
Morocco  
Netherlands  
New Zealand  
Norway  
Oman  
Poland  
Portugal  
Romania  
Russia  
Singapore  
Spain  
Sweden  
Switzerland  
Taiwan  
Thailand  
Turkey  
United Kingdom  
United States  
USA

Paris, June 1<sup>st</sup>, 2006 - - JCDecaux (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia-Pacific, and number two worldwide, has entered the Interbrand rankings in 23<sup>rd</sup> position, with a brand value of €1.03 billion. JCDecaux is the only media and BtoB company in this year's list and the company was awarded a special prize in recognition of its constant innovative capacity with, among other things, its interactive billboards and self-service bicycle hire system.

For the 4<sup>th</sup> consecutive year Interbrand, a subsidiary of the Omnicom Group specializing in consultancy and brand creation services, has determined the value of a select number of French brands on the basis of the "net present value of the earnings that the brand is expected to generate and secure in the future."

**Jean-Charles Decaux, Chairman of the Executive Board of JCDecaux, made the following statement: "We are proud to enter this select club of the largest French companies with an international dimension and to have been awarded the "special prize" at the time of our inclusion in the ranking system. We congratulate all the companies in the 2006 list of "Best French Brands", many of whom we work with on a regular basis as they continue to build their own brands."**

### Key figures for the Group:

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