

JCDecaux

JCDecaux wins the largest OOH/DOOH advertising contract in Norway with Oslo Sporveien

Out of Home media

Angola
Australia
Austria
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Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, June 19th, 2023 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that JCDecaux Norge AS, its Norwegian subsidiary, has won an exclusive 6-year (plus a 2-year extension option) advertising contract with Sporveien Media AS – the company governing the advertising concessions for public transport in the greater Oslo region – with a population of over 1.3 million.

The contract includes advertising rights on all buses, trams, and the Oslo metro – trains and stations. The Oslo Metro is the most digitised OOH contract on the Norwegian market, with a total of 345 digital panels and more than 100 million annual passengers.

The contract counts for more than 20% market share on the Norwegian OOH market and will place JCDecaux as a market leader in Norway for OOH and DOOH.

The tender was evaluated on financial and non-financial criteria – including sustainability, where JCDecaux was the winner.

Inge Aasen, Managing director of Sporveien Media, said: *"We are very satisfied with the agreement with JCDecaux Norge AS, which ensures further innovation and development of public transport's values. The advertising agreement generates important income for the public transport sector."*

Jean-François Decaux, Chairman of the Executive Board and co-Chief Executive Officer of JCDecaux, said: *"We are delighted to work with Sporveien Media AS again. A concession JCDecaux operated until 2012, and where we started the digital transformation of the Norwegian OOH market. We aim to develop further the contract with new digital concepts and a well-positioned media offer for local, national, and international advertisers. We will operate this contract with a commitment to global carbon neutrality and issue a carbon emission report annually for the contract that will document all the planned emission reduction activities. The contract fits perfectly with our existing portfolio and will place JCDecaux as a clear market leader on the Norwegian OOH."*

Key Figures for JCDecaux

- 2022 revenue: €3,317m^(a)
 - N°1 Out-of-Home Media company worldwide
 - A daily audience of more than 850 million people in more than 80 countries
 - 1,040,132 advertising panels worldwide
 - Present in 3,573 cities with more than 10,000 inhabitants
 - 11,200 employees
 - JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
 - JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.6/5), CDP (A-), MSCI (AA) and has achieved Platinum Medal status from EcoVadis
 - 1st Out-of-Home Media company to join the RE100
 - Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
 - N°1 worldwide in street furniture (604,536 advertising panels)
 - N°1 worldwide in transport advertising with 153 airports and 205 contracts in metros, buses, trains and tramways (333,620 advertising panels)
 - N°1 in Europe for billboards (101,976 advertising panels worldwide)
 - N°1 in outdoor advertising in Europe (654,957 advertising panels)
 - N°1 in outdoor advertising in Asia-Pacific (170,973 advertising panels)
 - N°1 in outdoor advertising in Latin America (129,305 advertising panels)
 - N°1 in outdoor advertising in Africa (24,198 advertising panels)
 - N°1 in outdoor advertising in the Middle East (19,371 advertising panels)
- (a) Adjusted revenue

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