

JCDecaux OneWorld opens its sixth office in San Francisco and appoints Stéphanie Foulon as VP International Client Services West coast USA

Out of Home Media

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Paris, 21 July 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the opening of the sixth JCDecaux OneWorld office in San Francisco in order to cover the West coast of the USA, with a particular focus on the nest of Tech companies and Start-ups within San Francisco and the Silicon Valley. This opening comes after London in 2009, Paris and New York in 2011, Shanghai in 2013 and Miami in 2014.

This is a new location created within JCDecaux OneWorld, the division that provides international sales and marketing support for clients, media and advertising agencies in more than 75 markets where the Group operates.

Stéphanie Foulon takes the responsibility of the launch and development of the San Francisco office, and will be appointed as VP International Client Services, West Coast USA with effect from 12 September 2016.

She will be functionally reporting to Andrew Korniczky, VP International Client Services of JCDecaux OneWorld USA, and hierarchically to Xavier Dupré, Managing Director of JCDecaux OneWorld.

Stéphanie Foulon, 30, is a graduate of RMS (Reims Management School) and of its Cesem (Centre d'Etudes Supérieures Européennes de Management) Franco-Chinese work experience programme. She joined JCDecaux in 2012 as Marketing Manager for JCDecaux Airport Chengdu in China and, in 2013, she successfully set up the OneWorld office in Shanghai as OneWorld Manager, International Client Services, Asia.

Stéphanie Foulon will be replaced by Joss Roulet as International Client Services Director, Asia. Perfectly integrated into China, Joss Roulet has seven years of professional experience in Shanghai. His last position was Digital Account Director, Head of Digital Business Unit at Jack Morton Worldwide, an American brand experience agency part of Interpublic Group.

Xavier Dupré, Managing Director of JCDecaux OneWorld, said: *"After New York and Miami, the opening of San Francisco office will complement JCDecaux OneWorld coverage of the USA, where 1/4 of our top 30 global clients and more than 1/3 of our top 30 Airport clients have their Headquarters. Being strategically based in San Francisco will give Stéphanie Foulon the opportunity to tap into the heart of Tech and Start-up companies wanting cut through to achieve global visibility utilizing JCDecaux portfolio in more than 75 countries. Out of Home is one of the most dynamic media sectors internationally, and JCDecaux is ideally placed to accompany the growing consolidation of its clients and their agencies."*

JCDecaux SA

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for JCDecaux

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

Communications Department: Agathe Albertini

+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.com