

JCDecaux subsidiary Cyclocity wins Customer Service of the Year award for 2016

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Paris, 16 October 2015 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, and number one in self-service bikes, announces that the Customer Relations Department of Cyclocity - JCDecaux's bicycle hire service - has won the Customer Service of the Year award for 2016 in the "Individual Transport" category.

This award recognises the commitment and professionalism of the 70 employees at the Customer Relations Department who exemplify Cyclocity and JCDecaux's values of quality, excellence and responsiveness on a daily basis for the benefit of the users of the bike-sharing scheme. Over a 10-week period from May to July 2015, 225 "mystery customer" projects were carried out through telephone calls, e-mails, online visits and social networks by an independent market research company*.

The main criteria used were:

- relational skills;
- availability management;
- the quality of the responses offered; and
- human qualities.

Cyclocity's Customer Relations Department was formed in 2005 with the launch of Vélo'v in Lyon, the first self-service bicycle hire scheme in France. 100% in-house operated and based in France since launch, it has since been optimised through recruitment, training and supervision in order to manage new activity. Open 7 days a week, it handles over 600,000 enquiries each year.

Jean-Charles Decaux, Co-CEO of JCDecaux said: *"We are very pleased to receive the Customer Service of the Year award, which reflects the commitment and the quality of work of the teams at Cyclocity's Customer Relations Department, to whom I extend my heartfelt thanks and congratulations. This recognition is testament to a successful organisational structure and excellent services delivered. Our high standards are what drive our development, whether it's with the users of our bicycle hire services or the cities we've formed partnerships and built lasting and trusted relationships. This distinction also recognises our adaptability and successful management of this activity, operated 100% in-house and based in France since its creation 10 years ago. With over one billion kilometres travelled in 478,572,800 journeys, the success of JCDecaux's bike-sharing scheme, both in France and around the world, can be attributed to the quality of the services provided by the Group's teams, who strive daily to rigorously maintain all of the systems in operation and foster a close relationship with users".*

* Inference Operations study – Viséo Conseil – May to July 2015 – More info at www.escca.fr.

Key figures for the Group

- 2014 revenues: €2,813 million; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

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