

JCDecaux awarded 14 advertising street furniture contracts in the Ile-de-France region in 2016

Out of Home Media

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Paris, 18 January 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that, following a series of competitive tenders, it was awarded 14 advertising street furniture contracts in the Ile-de-France region in 2016 (five new contracts, and nine renewals or extensions). The cities involved represent a population of around 550,600 inhabitants.

These contracts cover 785 advertising panels, including service-oriented and digital street furniture. The local authorities that selected JCDecaux are: Bourg-la-Reine, Clamart, Evry, Fontainebleau, Fontenay-le-Fleury, Levallois-Perret, Longjumeau, Meaux, Nanterre, Neuilly-sur-Seine, Orly, Sucy-en-Brie, Vigneux-sur-Seine and Villeneuve-la-Garenne. Among these 14 contracts, five are new contracts (Clamart, Fontenay-le-Fleury, Longjumeau, Orly, Sucy-en-Brie), enabling JCDecaux to enter new areas.

As a committed partner, JCDecaux shows its dedication to municipalities in the Ile-de-France region by developing high-quality street furniture services that make cities more welcoming, comfortable and accessible, and that are in harmony with the urban environment.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"We are very happy to add those 14 contracts to our portfolio in the Ile-de-France region, expanding and strengthening JCDecaux's national network and reinforcing our commitment to quality, digital innovation and sustainable development. We are delighted that a large number of local authorities have placed their trust in JCDecaux's street furniture business model and our know-how and expertise, thereby consolidating our position as number one in outdoor advertising in France and worldwide and enhancing the strength of our advertising network in the Ile-de-France region. Ile-de-France is a strategically important area for our clients, advertisers and agencies. While it only accounts for 2.8% of French territory, it has 19% of the French population and 28% of the country's national wealth, making it the 8th richest European region in terms of GDP per inhabitant."*

Key Figures for JCDecaux

- 2015 revenue: €3,208m, H1 2016 revenue: €1,617m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- 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

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 3,240 270.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747