

## New Vélib': a troubling decision

### Out of Home Media

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

**Paris, 1 April 2017** – JCDecaux is surprised to learn of the decision made by the Autolib' Vélib' Métropole union's Tender Committee, which selected the bid submitted by the SMOOVE SAS- MARFINA SL - INDIGO INFRA SA - MOBIVIA GROUPE partnership for the Vélib'2 competitive tender.

JCDecaux's initial reaction is for the 315 men and women who have dedicated their expertise and professionalism for the past 10 years to make Vélib' the success that it is today. Despite the multiple requests of the JCDecaux/RATP/SNCF partnership throughout the procedure, the new operator has not agreed to automatically work with the same teams. JCDecaux will make every effort to see that it does.

These teams have contributed to making Vélib' the largest self-service bike rental scheme globally, making it a full-fledged transportation option in its own right. 10% of residents/Parisians are now subscribers (over 300,000 people), with Vélib' bikes chosen as a method of transportation nearly 40 million times a year and over 300 million rides since the service was launched. The success of this scheme is evident with satisfaction rates of over 90% as well as the Vélib' Customer Relations Centre being named Best Customer Service Centre of the year in 2016 and 2017.

The JCDecaux/RATP/SNCF partnership is all the more surprised by the decision announced Friday 31 March, especially after receiving the top score for all non-financial rating criteria: specifically for "operation, upkeep, system maintenance, institutional communication, service monitoring" and "design, manufacture and system implementation."

This means its competitor won the tender based solely on price. The winning partnership allegedly submitted a shockingly lower financial bid than the JCDecaux/RATP/SNCF partnership, which set the fairest price possible without sacrificing the security, quality and number of employees called for by the new Vélib' service. The JCDecaux/RATP/SNCF partnership is concerned that this price difference is based on social dumping, with a proposal that does not plan to keep all current employees but instead relies on new inexperienced teams, with fewer staff working under less favourable job and wage conditions.

Consequently, the JCDecaux/RATP/SNCF partnership is formally requesting that all details pertaining to the size of the teams, their working conditions and wages be made public. It will examine these details with the utmost care before drawing the necessary legal conclusions.

### Key figures for JCDecaux

- 2016 revenue: €3,393m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)

JCDecaux SA

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

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

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

- *N°1 in outdoor advertising in Africa (29,820 advertising panels)*
- *N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)*
- *N°1 worldwide for self-service bike rental scheme: pioneer in eco-friendly mobility*
- *1,117,890 advertising panels in more than 75 countries*
- *Present in 4,280 cities with more than 10,000 inhabitants*
- *Daily audience: more than 410 million people*
- *13,030 employees*

**Communications Department:** Agathe Albertini

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

**Investor Relations:** Arnaud Courtial

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