

JCDecaux wins 15-year street furniture contract for the city of Liège

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Paris, 6 June 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its Belgium subsidiary has won the 15-year street furniture contract for the city of Liège (population: 196,000) in Belgium, following a competitive tender.

This exclusive street furniture contract, the largest in southern Belgium, covers 465 bus shelters, 150 CIPs and 70 free-standing advertising columns, as well as a dynamic parking guidance system.

Special attention is paid to sustainable development, including renovated furniture and smart lighting whose intensity varies with the sun's brightness.

As part of this new contract, digital screens will also be installed on street furniture in strategic locations across the city. These innovative hubs will alternate between displaying city information and advertising, supporting citizens in their day-to-day lives while offering exceptional visibility for advertisers.

As the number one outdoor advertising and street furniture company in Belgium with 13,000 2m² advertising panels, JCDecaux holds a strategic position in this key market in the heart of Europe, with street furniture concessions in Brussels, Anvers, Charleroi, Bruges, Oostende, Hasselt, Liège and Namur.

Jean-Sébastien Decaux, CEO for Southern Europe, Belgium and Luxembourg and CEO for Africa and Israel, said: *"At a time when JCDecaux Belgium is celebrating its 50th anniversary, we are pleased to have won this competitive tender and are thus extending our contract with Liège, the main city of southern Belgium and the third-largest city in the country. In once again placing its trust in our expertise, Liège provides a further boost to JCDecaux's strategy based on innovativeness, particularly digital, quality and sustainable development. Our portfolio already includes 455 digital screens in Belgium and this contract enriches our national digital offer with new screens in key locations across the city. As the number one outdoor advertising company in Belgium and in the world, we seek to roll out the most innovative technologies and the most creative formats for the greater benefit of cities, citizens, advertisers and their brands."*

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)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)

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JCDecaux

- 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

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