

JCDecaux and JOJ Media House sign an agreement to merge their OOH activities in Slovakia

Out of Home media

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

Paris, December 14th, 2023 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, which began its OOH activities in Slovakia in 1990, announces that on December 14th it signed an agreement regarding the merger of its activity in Slovakia with Akzent Bigboard, the outdoor advertising subsidiary of JOJ Media House Group, the leading Media Group in Slovakia. The completion of the transaction is subject to standard regulatory conditions. Under this agreement, the newly formed joint-venture will be owned at 60% by ATSBG Holding GmbH, a JCDecaux subsidiary, and at 40% by JOJ Media House.

This merger will be a real growth driver for outdoor advertising in Slovakia, which currently represents around 5.5% of the total advertising market, lower than the market share global average, but continually increasing. The combined expertise of JCDecaux and Akzent Bigboard will open up new opportunities for advertisers including in digital outdoor advertising within a highly fragmented advertising market.

Key Figures for JCDecaux

- 2022 revenue: €3,317m^(a) – 9M 2023 revenue: €2,440m^(a)
- N°1 Out-of-Home Media company worldwide
- A daily audience of more than 850 million people in more than 80 countries
- 1,040,132 advertising panels worldwide
- Present in 3,573 cities with more than 10,000 inhabitants
- 11,200 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.4/5), CDP (A-), MSCI (AA) and has achieved Platinum Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (604,536 advertising panels)
- N°1 worldwide in transport advertising with 153 airports and 205 contracts in metros, buses, trains and tramways (333,620 advertising panels)
- N°1 in Europe for billboards (101,976 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (654,957 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (170,973 advertising panels)
- N°1 in outdoor advertising in Latin America (129,305 advertising panels)
- N°1 in outdoor advertising in Africa (24,198 advertising panels)
- N°1 in outdoor advertising in the Middle East (19,371 advertising panels)

(a) Adjusted revenue

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).
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