

JCDecaux renews its street furniture contract with the City of Mannheim until 2035

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Paris, 15 March 2017 – JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company worldwide, announces that its Berlin based company Wall GmbH has renewed its street furniture contract with the city of Mannheim for 16 years following a competitive tender.

JCDecaux has been operating in Mannheim (population: 300,000) since 1988 and remains the city's partner, in the Baden-Wurttemberg region, for 16 more years. The new contract will start on January 1, 2019 and last until June 30, 2035.

JCDecaux will focus on extensive modernisation of the street furniture with about 500 bus shelters, 300 city information panels, 20 backlit pillars and about 40 backlit billboards to be installed. Additionally, the Mannheimer Planken, the most popular shopping street in the Rhine-Neckar Metropolitan Region, will receive state of the art digital street furniture.

Daniel Hofer, member of the Executive Board of JCDecaux and CEO for Germany, Austria, Central and Eastern Europe and Central Asia, said:

"We are very proud that Mannheim city council has decided to work with us again for 16 more years. This represents recognition of our business model, the quality of our products and service and our teams' dedication.

By renewing its trust in us, the city of Mannheim is endorsing JCDecaux's strategy for innovation and sustainable development. We work hard to incorporate the most innovative technologies and creative concepts for the 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)
- 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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