

JCDecaux has won the street furniture contracts for Nantes and six communes in Nantes Métropole

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, 27 April 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces it has won the street furniture contracts for Nantes, the 6th French city, and six communes in Nantes Métropole for 20 years, following a competitive negotiation that began in 2015 initiated by Nantes Métropole (total population: 620,000).

These contracts, which were previously held by competitors, comprise two groups (group 1: Nantes, Rezé and St Sébastien - group 2: St Herblain, Orvault, Sautron and La Chapelle-sur-Erdre) and include the installation, marketing, upkeep and maintenance of:

- Group 1: a minimum of 1,373 advertising street furniture units (bus shelters, MUPI®, including digital ones, Senior® and columns) and 635 non-advertising units.
- Group 2: a minimum of 404 advertising street furniture units (bus shelters and MUPI®) and 145 non-advertising units.

Echoing the Nantes Tech digital ecosystem and Nantes' smart city objectives, JCDecaux will roll out 57 bus shelters with solar panels and 130 bus shelters designed with the potential to offer USB ports for mobile phone charging. All bus shelters also have the potential to be equipped with Wi-Fi. Furthermore, JCDecaux will install *e-Village®* interactive touch-screens displaying relevant and useful informative content to users, as well as new high-definition LCD iVision digital screens with unrivalled outdoor image quality. These genuine innovation hubs, will alternate between displaying real-time city information and advertising, supporting citizens in their day-to-day lives while offering exceptional visibility for advertisers, particularly in Nantes, one of France's most economically dynamic cities, ranked one of the top in the country to work in*.

Drawing on JCDecaux's expertise in design to embellish its territory with street furniture, Nantes Métropole has chosen diversity by opting for street furniture designed by Lord Norman Foster, Patrick Jouin and JCDecaux.

To meet the Métropole's expectations, JCDecaux, in accordance with its CSR policy, based its offering around key environmental, energy and ecological objectives, notably proposing several refurbished street furniture units and optimising the raw material quantities required to manufacture all of the street furniture. Each model underwent a life cycle analysis to quantify the environmental impacts of its design, production, operation and life span, in order to obtain a reduction of 50% in its energy consumption.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are very happy to have won the street furniture contracts for Nantes, the 6th French city, and the communes of Rezé, St Sébastien, St Herblain, Orvault, Sautron and La Chapelle-sur-Erdre, which is in addition to the bicloo self-service bike rental scheme that is already in place by our teams, completing our global offering for the citizens of Nantes and the many visitors to the capital of the Pays de la Loire region. By deciding to place its trust in our expertise, Nantes Métropole has further confirmed JCDecaux's strategy in innovation, notably digital innovation, quality and sustainable development. Through these new contracts, we will create around twenty new fixed-term jobs and will be able to allocate more than 105,000 hours to rehabilitation schemes through partnerships with local specialised operators.*

We are proud to enhance our national presence with this major advertising market, for which we have exclusive coverage of territorial communication in Nantes and the six communes associated with these contracts, and as the number one outdoor advertising company in France and worldwide, we aim to deploy the most cutting-edge technologies and creative formats for the greatest benefits of the cities, citizens, advertisers and their brands.

*98 French agglomerations are ranked in this traditional classification established by l'Express at the beginning of each year.

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

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

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