

JCDecaux wins RET's large outdoor advertising contract for Rotterdam

Out of Home Media

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Paris, 17 May 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Dutch company, JCDecaux Netherlands, has been awarded the 5 year exclusive contract for the entire portfolio of outdoor advertising assets owned by the Rotterdam Public transport company RET, one of the largest in the country.

This contract which has been operated during the last 30 years by the same company (Mediamax until 2000, then Viacom Outdoor, CBS Outdoor and, since 2013, Exterion Media) covers all advertising bus/tram shelters and subway advertising panels (approximately 3,000 panels), as well as all tram bodies and busses.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *“Winning this contract is a game changer for our Dutch company which will not only be able to offer almost all types of outdoor advertising in Rotterdam, which is the second largest city in the Netherlands, but also provide for the first time a one-stop shop solution for national advertisers with a unique coverage in 9 of the 10 largest Dutch cities. This historic decision should help us to gain market share in the very competitive Dutch media market, where Outdoor advertising is less than 5% of advertising spend. We look forward to a long and successful partnership with RET, which will complement our strong collaboration with the City of Rotterdam.”*

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

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

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