

JCDecaux Sub-Saharan Africa finalises the acquisition of LC Outdoor

Out of Home Media

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Paris, 28 August 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced that its subsidiary JCDecaux Mauritius, wholly-owned by JCDecaux Sub-Saharan Africa, has finalised the acquisition of LC Outdoor, a company operating on Réunion Island. Lévine Clain, the founder of LC Outdoor, has become a shareholder with a 20% stake in this new entity and the CEO of JCDecaux Indian Ocean.

Established in 2008, LC Outdoor has emerged as a leader in street furniture on Réunion Island. JCDecaux is further consolidating its role as number one in outdoor advertising in the Africa region and its position on the Mascarene Islands (Réunion, Mauritius, Rodrigues), where the GDP per capita is the highest in Africa.

This new platform will also enable JCDecaux to offer its customers even greater coverage throughout France, while strengthening its presence on the Mascarene Islands by creating a high-quality advertising network covering Mauritius and Réunion Islands.

Lévine Clain, founder of LC Outdoor, said: *“We are extremely proud that LC Outdoor is joining the number one outdoor advertising company in the world. Its expertise and know-how will allow us to offer our customers premium services, to introduce new formats and to innovate in both digital and traditional advertising. As the leader in street furniture on Réunion Island, we are thrilled to be joining forces with JCDecaux.”*

Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel, said: *“The acquisition of LC Outdoor marks an important step in our development in this part of Africa. With this acquisition, JCDecaux, already present on Mauritius Island, is positioning itself in one of the most dynamic advertising markets in the region. We are pleased to benefit from the knowledge of Lévine Clain, founder of LC Outdoor, and his team in order to offer innovative services to cities, communication solutions to advertisers and their brands, and to create immediate synergies with our commercial offering in Metropolitan France. Together, we will continue our development in this rapidly growing market.”*

Key figures for JCDecaux

- 2016 revenue: €3,393m; H1 2017 revenue: €1,641m
- 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
- No.1 worldwide in street furniture (559,070 advertising panels)
- No. 1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- No. 1 in Europe for billboards (169,860 advertising panels)
- No. 1 in outdoor advertising in Europe (721,130 advertising panels)
- No. 1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- No. 1 in outdoor advertising in Latin America (70,680 advertising panels)
- No. 1 in outdoor advertising in Africa (29,820 advertising panels)
- No. 1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bicycles and a pioneer in soft 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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