

JCDecaux signs a strategic partnership with Startup Flow, a French start-up specialising in facilitating innovation flow within large groups

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Paris, 12 September 2017 – JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company worldwide, and Startup Flow, a French start-up specialising in facilitating innovation flow within large groups, announced today a strategic partnership. With a view of speeding up efforts to structure its Open Innovation initiative, JCDecaux is launching an exclusive innovation steering solution in conjunction with Startup Flow: an internal, collaborative platform for managing, qualifying and sharing start-up sourcing within the Group. The tool will enable JCDecaux to compile performance indicators for managing all initiatives, monitor project development and bring together employees who are driving change within the organisation.

The choice of this veritable innovation steering platform confirms JCDecaux's determination to step up its transformation by working more closely with the start-ups and shows its ambition to put Open Innovation at the heart of its growth strategy.

This expert process for developing relationships with start-ups at an international level will enable JCDecaux to foster and deploy innovation and partnerships across all countries in which the Group operates.

Albert Asséraf, JCDecaux's Executive Vice-President of Strategy, Data and New Usage, said: *"In France, we benefit from an extremely rich start-up ecosystem. Its entrepreneurs have acquired an acute understanding of large companies' innovation needs. Our partnership with Startup Flow cements and continues our drive to strengthen our relationships with French and international start-ups...thanks to a platform that has itself been created by a start-up! This partnership allows us to better steer our transformation process and give greater scope to our sourcing of potential "nuggets" in all the geographic regions in which we operate. This will provide an exceptional opportunity for start-ups to gain access to JCDecaux's extensive network, benefitting from rapid and efficient transformation prospects."*

As for Startup Flow, which has now joined StationF's Founders Program, this partnership shows that its software platform, with its distinctive product vision, is rapidly gaining interest from large French corporations. **Startup Flow co-founder Gaëtan Bolloré** commends JCDecaux's prompt decision-making time for a group of such scale: *"a business partnership was set up only a few weeks after our first meeting with the JCDecaux team. That is genuine proof that the group's decision-makers' confidence in our solution"*. **Ghislain de Juvigny, Startup Flow's co-founder and CEO** said: *"The key to our success lies in our ability to provide an extremely simple tool, both in terms of technical integration and employee usage. And it works!"*

About Startup Flow

Founded by Gaëtan Bolloré and Ghislain de Juvigny at the end of 2016, Startup Flow's platform enables large corporations to industrialise their innovation processes and steer their open innovation initiatives. The Startup Flow platform has become the benchmark among innovation facilitation tools for major groups. Startup Flow has a team of eight employees (and is currently recruiting another four people).

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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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