

JCDecaux wins Yarra Trams landmark outdoor advertising contract in Melbourne

Out of Home Media

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Bahrain
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, 22 November 2017 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Australian company, JCDecaux Australia, has won, following a competitive tender, the 7 year exclusive contract for the entire portfolio of outdoor advertising assets (tram-shelters, Trams and billboards) operated by Yarra Trams in Melbourne, representing one of the largest outdoor advertising concessions in Australia.

This contract, which was previously operated by HT&E (formerly APN News & Media) for the tram-shelters and APN Outdoor for the Trams, includes 1,400 advertising panels on tram-shelters and 450 Trams (10% of which can be fully wrapped) as well as 6 light rail billboards. The contract will commence on 30th November 2017.

Yarra Trams is proud to operate the world's largest tram network and to deliver a world-class service on more than 200 million passenger trips a year. Trams have been a part of Melbourne's history for more than 100 years and operate across an impressive 250km of double track. Yarra Trams keeps Melbourne moving with a fleet of more than 450 trams operating across 25 routes and serving more than 1,700 stops.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said today in Melbourne: *"Winning this landmark outdoor advertising contract in Melbourne which is Australia's fastest growing city with more than 4.5 million residents and the largest tram network in the world is a game changer for our Australian company. The newly-combined tram shelters and tram body advertising contract provides both the most visible types of outdoor advertising in Melbourne as well as a single point of access for street furniture advertising in Sydney and Melbourne. These cities capture nearly 70% of OOH revenues in Australia. Melbourne is now set to become the 3rd largest digital street furniture advertising network in the world after London and New-York with the initial installation phase of more than 300 digital screens in existing tram-shelters in 2018."*

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
- 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)
- Leader in 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

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 3,240,365.87 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

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