

MédiaKiosk, a subsidiary of JCDecaux, renews the contract for the modernisation of Paris newsstands and management of kiosk staff

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Paris, 4 July 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that MédiaKiosk, its subsidiary specialising in the installation and management of newsstands, of which it is the majority shareholder (82.5%) alongside Presstalis (5%) and three publishing groups – Le Figaro (5%), Le Monde (5%) and Altice Media (2.5%) – has renewed the contract to design, supply, install, maintain and operate news and other types of kiosks in Paris. This will include managing kiosk advertising and the Paris kiosk staff network for a period of 15 years, beginning on 1 July 2016.

MédiaKiosk will replace and modernise 360 of the capital's existing newsstands with a new self-service kiosk concept. These new newsstands, designed by Matali Crasset, will be more user-friendly, more comfortable and in tune with the needs of kiosk staff. They will be rolled out over two years from June 2017.

MédiaKiosk will deliver a completely redesigned, modern and innovative newsstand. It will enhance working conditions for the kiosk staff, including protection from the weather, better facilities, easy opening and closing mechanisms and training programmes. External signage will show whether the newsstand is open or closed for business and a modern self-service modular interior with new multimedia equipment will provide a new range of products and services to consumers, including tickets to cultural events and shows, mobile and tablet charging, parcel collection and postal products.

One hundred of these will be equipped with exterior digital touch screens, allowing users to access geo-localised information and services by neighbourhood. In addition, 49 Haussmann-style newsstands will be maintained and converted for use by the Paris City Council for cultural, community or other recreational purposes.

Lastly, in line with its sustainable development policy, these new newsstands, carrying the "Origine France Garantie" label certifying that they have been manufactured in France, will be designed to include new features that will achieve energy savings of 54%. This is far in excess of the 30% required by the Climate Plan.

By 2019, a total of 409 newsstands will be fully operational, providing a service to the city and its districts, generating dozens of new jobs, both directly and indirectly. This modernisation initiative, the first of its kind, will be financed by the operation of some 4,000 advertising panels. It will offer a very bright future for the kiosk business in Paris, making the jobs of kiosk staff more rewarding and providing essential support for the distribution of newspapers and magazines, justifying the full commitment of their publishers alongside MédiaKiosk.

These new newsstands will now become destination points, more practical, inviting and user-friendly than before. They will offer a moment of calm in the urban setting, allowing Parisians, commuters and tourists to better enjoy everyday life in Paris.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, Chairman of the Supervisory Board of MédiaKiosk, said: *"We are very pleased that the Paris City Council has chosen to reaffirm its trust in MédiaKiosk. This significant contract marks the start of a brand new era for the newsstand, which for more than 150 years has been emblematic of the values of pluralism and freedom. By providing more comfort for kiosk staff and innovative services for the public, while reducing energy consumption, our ambition is to support the Paris City Council to make Paris a cutting-edge reference in terms of advertising street furniture and related services."*

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This new newsstand model has been designed with the input of all our teams, who made significant efforts to present innovative and high-quality technical solutions, in order to meet the changes in today's urban environment. The reinvention of the newsstand is exceptionally important for newspaper circulation and kiosk staff. Today marks a major turning point for the future of newsstands in Paris."

Key Figures for JCDecaux

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

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