

MCDecaux wins its 1st City Information Panels contract in Kagoshima for 20 years

Out of Home Media

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Mexico
Mongolia
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Dominican Republic
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 17 February 2015 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today, following a tender process, that its subsidiary in Japan, MCDecaux (held 85% by JCDecaux, 15% by Mitsubishi Corporation), has been awarded its first City Information Panel contract, in Kagoshima.

The 20-year contract covers the design, installation and maintenance of 75 2m² City Information Panels for public information, starting with the replacement of non-advertising panels installed nearly 30 years ago. Drawing upon MCDecaux's experience, the city of Kagoshima (600 000 inhabitants) will employ public-private partnership to enrich the streetscape and enhance its services for citizens through an advertising network exclusively dedicated to communicating local messaging.

MCDecaux has a key strategic position in the world's third largest advertising market, being the number one in advertising street furniture in Japan, and is present in the country's 20 biggest cities, through agreements with the city authorities including those in Yokohama, Osaka, Nagoya, Kobe, Hiroshima and Kyoto, or via concessions with the main private sector bus operators including those in Tokyo, Fukuoka and Sapporo. The introduction of City Information Panels in the city center of Kagoshima City will deliver valuable audiences to advertisers, and add a 40th city to the MCDecaux Cityscape™ advertising network.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"12 years after the launch of our advertising street furniture concept in Japan with B-Stops® (advertising bus shelters), this first City Information Panel contract in Japan is a milestone for MCDecaux which expand its collaboration with Japanese cities. Financing its City Information Panel services by advertising will allow the City to benefit from high quality services including furniture, installation, cleaning and maintenance over 20 years. This demonstrates both the sustainability of our business model as well as our capacity to develop new solutions that meet the demand of the public. MCDecaux intends to pursue its growth and continue to meet the requirements of cities and brands by proposing high value-added products and services."*

Key Figures for the Group

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (480,400 advertising panels)
- N°1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- N°1 in Europe for billboards (191,000 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- N°1 in outdoor advertising in Latin America (35,000 advertising panels)
- N°1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

Contacts

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investor Relations: Arnaud Courtial
+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.fr

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
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 3,413,859.37 euros - # RCS: 307 570 747 Nanterre - FR 44307570747