

JCDecaux unveils some of its Smart City innovations during the first Viva Technology forum in Paris

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Paris, June 29 June 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, today announced its participation as an exhibitor at the international Viva Technology event, taking place from 30 June to 2 July at the Parc des Expositions de la Porte de Versailles in Paris. The aim of this new event, the result of a collaboration between Publicis and newspaper Les Echos, is to promote the growth of start-ups, digital transformation and innovation. 5,000 start-ups will have the opportunity to connect with over 30,000 visitors that are expected to attend. The biggest global names in technology and entrepreneurs from around the world will converge to present their vision of the digital world of the future and examine the emerging trends. Day three of Viva Technology will be open to the public.

JCDecaux representatives will staff the 137 m² stand in the Hall of Tech section. JCDecaux's teams will present the company's Urban Playground concept, a vision for the smart, playful, connected and sustainable city of the future.

Among the innovations on display will be a world exclusive: the new generation of smaller and more modular small cell antennae, designed in partnership with Kathrein, a leading international specialist for reliable, high-quality communication technologies. This technological advancement with the name Kathrein Inside Connect will allow a better integration and a more efficient rollout of small cells in JCDecaux's furniture, making our cities even more connected and enriching the user experience.

The Group will also unveil its latest prototypes in areas such as smart bus shelters, developed with our global partners, all leading specialists in their field. Visitors can expect unique experiences – augmented reality, interactivity, etc.

Also on display will be the e-Bike, the first self-service electric bike with a portable, paperback-sized battery, which is set to revolutionise city bike share schemes.

The programme for the three-day Viva Technology event at the JCDecaux stand includes:

- Challenges for young engineers and start-ups
- Mini-conferences, featuring:
 - o Digital designer Philippe Lepron, on Thursday, 30 June at 3pm,
 - o Marc Merlini, Business Development Director at JCDecaux Link, the Group's dedicated connectivity unit, on Friday, 1 July at 11am,
 - o Prominent designer Marc Aurel, on 1 July at 3pm,
 - o Deputy Head of R&D at JCDecaux Eric Callé on the topic of interactions between smartphones and street furniture, on 1 July at 5pm,
 - o Charles-Edouard Vincent, creator of Luludansmarue, on 2 July at 3pm. Luludansmarue is an innovative community start-up offering affordable concierge services that connect locals with people willing to take care of tasks or small jobs.

Albert Asséraf, Executive Vice-President, Strategy, Research & Marketing at JCDecaux, will be a member of the panel on the topic of "*Re-enchanting the city of the future*", on Friday, 1 July at 4.20pm.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: "*We see it in every one of our locations in 78 countries: the profound changes in our cities and the influx of people to urban centres, combined with rapid technological innovation are providing exciting new opportunities for the urban environment and city*

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dweller alike. We are delighted to take part in this ambitious and inspiring Viva Technology event, which provides a unique opportunity to present our Urban Playground concept to industry professionals and the general public. The concept was devised specifically for Viva Technology, and developed by all of our teams from Marketing through to Research & Development, working closely with our partners. It offers our vision of the city of the future - a smart, connected, comfortable and sustainable city."

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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