

## JCDecaux commences digital transformation of London bus shelter network

### Out of Home Media

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**Paris, 8 March, 2016 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, today launches the digital transformation of the bus shelter network in London following the award by Transport for London (TfL) of the world's largest bus shelter advertising concession.

As part of its commitment to digitising the UK's capital, JCDecaux is launching the London Digital Network (LDN) of 6-sheet sized screens. Each week the company will be installing new screens as it builds the most significant digital outdoor network in the world. The first digital bus shelters will be deployed from today in some of London's prime locations such as Covent Garden, Holborn and Knightsbridge. The screens will be deployed in the capital's major Retail Zones where £1 in every £5 of the UK's retail spend takes place (source: CACI).

The bus shelters will comprise 84-inch fully connected, dynamic HD screens. These are the largest ever deployed at scale and add nearly 40% to screen size. The London Digital Network (LDN) will be fuelled by data and JCDecaux's proprietary supply-side-platform SmartBRICS offering brands a state-of-the-art medium to engage their target audiences.

**Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"The start of our digital bus shelter transformation doesn't just mark an important milestone for JCDecaux, but also for London. We are committed to making London the global showcase for digital out-of-home and forecast more than 50% of UK advertising revenues to be coming from digital by 2017. This is an important moment in media with the launch of a whole new communication channel for one of the most dynamic capital cities in the world."*

**Justin Brand, Director of Commercial Asset Management at TfL**, said: *"The digitalisation of bus shelters across our network will provide advertisers with prime spaces at fantastic locations across London to showcase their products and services. It is part of our contract with JCDecaux which will generate revenue for us to invest in our network for the benefit of our customers."*

### 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 the Asia-Pacific region (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (51,470 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 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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