

JCDecaux wins Copenhagen's street furniture contract

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Paris, 2 July 2015 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that following a competitive tender, its subsidiary AFA JCDecaux has been awarded the exclusive Copenhagen's street furniture contract, for a period of 15 years.

The contract covers the design, installation and maintenance of 645 bus shelters – all containing either count-down traffic information or LCD 42" digital traffic information –, as well as other street furniture equipment. It will also include the first network of premium digital screens in the city centre.

In line with Copenhagen's strong vision of becoming the world's first CO2 neutral capital by 2025, JCDecaux, ISO-14001 certified in Denmark, has established environmental goals to have the least impact on the surrounding environment: reduction of the total energy consumption for street furniture in the City of Copenhagen by 49 %, use of electrical vehicles for operation and maintenance, use of rain water for washing and cleaning, etc...

Jean Francois Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"20 years after the launch of our advertising street furniture concept in Copenhagen, we are pleased to continue and enhance our collaboration with the Danish capital. This demonstrates both the sustainability of our business model as well as our capacity to develop new products and services in Denmark, where the Group has contracts in 29 cities, including 8 of the top 10. JCDecaux will install well-designed and maintained street furniture and the first digital screens in the city centre, benefiting residents and visitors and delivering valuable audiences to advertisers. As France hosts the UN climate change conference, COP21, this year, we are also proud to implement an ambitious energy strategy in line with our Sustainable development policy, in order to contribute to the development of Copenhagen into the world's greenest capital city".*

Key Figures for JCDecaux

- 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 (491,950 advertising panels)
- N°1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- N°1 in Europe for billboards (180,590 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- N°1 in outdoor advertising in Latin America (51,150 advertising panels)
- N°1 in outdoor advertising in Africa (36,000 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

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