

## JCDecaux receives the “Janus de la Cité” award for the new Paris bus shelter

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**Paris, 20 July 2015** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has received the “Janus de la Cité 2015” award for the new Paris bus shelter, from the French Design Institute.

For 65 years, the French Design Institute has been promoting companies of all sizes for offering some of the best products and services. The Janus awards recognise the achievements of companies that combine talent, design and economic success. The “Janus de la Cité” prize rewards those whose work helps to improve the living environment of city dwellers and users. In accordance with the evaluation process, the new bus shelter meets all the assessment criteria in terms of economy, aesthetics, ergonomics, ethics and emotion.

Conceived by JCDecaux and designed by Marc Aurel, the new Paris bus shelter offers Parisians and visitors designed, modern, eco-friendly, accessible and intelligent furniture. In a refined style, the roof is inspired by the shape of the islands of the Seine and the leaves of the trees in Paris. These modular bus shelters offer increased accessibility, new seats with armrests, real-time signposting that is visible from outside the bus shelter which provides information on bus arrival times, as well as a new “stop requested” function for users to indicate to the bus that they wish to take it. The bus shelter information is backlit at night, whilst for the visually impaired tactile information panels and a voice announcement system have been installed.

The 2,000 new bus shelters are also equipped with an innovative area map with all the local points of interest (city facilities, “Vélib” self-service bicycle hire, “Autolib” self-service car hire, markets, museums, etc.), a universal mobile charger and, for over a hundred of them, 32-inch interactive touch screens equipped with an open and evolutionary technological platform enabling the City of Paris to provide Parisians and visitors with innovative, high-performance and quality services.

In accordance with JCDecaux’s sustainable development policy, the electricity consumption of the bus shelters has declined by 35%, 50 of them have roofs with greenery planted on them and 100 are supplied by photovoltaic panels. Furthermore, in order to promote the choice of French manufacturing for its furniture, JCDecaux has joined forces with the “Origine France Garantie” (French origin guaranteed) label.

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *“For JCDecaux which has been an integral part in the development of cities for more than 50 years, providing Paris with the most innovative bus shelter to date worldwide is an immensely proud achievement. This state of the art bus shelter opens the door to the “smart city” by giving the urban area a new digital dimension accessible to the largest number of people. Once again, it demonstrates JCDecaux’s expertise in terms of creativity and services. I dedicate this new award to our teams working on a daily basis to provide cities and city dwellers with an ever wider range of solutions.”*

### 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 (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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