

JCDecaux wins the Bus Shelter advertising contract for Kensington and Chelsea

Out of Home Media

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Paris, 10 February 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has been awarded the Bus Shelter advertising contract for the Royal Borough of Kensington and Chelsea.

This 15 year contract previously held by Clear Channel, was awarded following a competitive tender process and includes the provision, installation, maintenance and advertising operations for 80 new Bus Shelters including 16 sites already approved for 84” digital screens.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *“Further to the recent award of the TfL Bus Shelter concession in London, this 15 year contract for Bus Shelter advertising in the Royal Borough of Kensington and Chelsea is a significant win. Securing these additional premium locations including Brompton Road, Kensington High Street and King’s Road strengthens our London advertising portfolio and will enable advertisers to reach audiences in some of the most affluent retail and tourist destinations in London, with 40% of the retailers in the area classified as “Premium”.*”

Key Figures for the Group

- 2015 revenues: €3,208 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is listed on the FTSE4Good index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in Europe (708,000 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft 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

Corporate Communications: Agathe Albertini

+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.com

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 3,234,513.36 euros - # RCS: 307 570 747 Nanterre - FR 44307570747