

## JCDecaux Wins Transport for London (TfL) Bus Shelter Advertising Contract

**Paris, 6 August 2015** - JCDecaux SA (Euronext Paris: DEC), the number one Outdoor advertising company worldwide and the number one in the UK, has been awarded the world's largest bus shelter advertising concession by Transport for London (TfL) in a deal worth €700m across a period of eight years.

Following on from the recent launch of the 120m<sup>2</sup> digital screen at London Waterloo, the iconic digital roadside location at Old Street Roundabout EC1 and the digital towers at Heathrow Airport T5, JCDecaux will continue to change the Outdoor landscape in London. The digitisation of the London bus shelters will provide a complete digital footprint in London covering all the touchpoints in the consumer journey.

JCDecaux will take over the current contract which is held by Clear Channel UK from 1 January 2016.

**Leon Daniels, Managing Director of Surface Transport at TfL**, said: *"Our bus network carries 6.5 million people every day, and with almost 5,000 bus shelters in some fantastic locations across the Capital, this is a great opportunity for advertisers to reach our customers."*

**Jean-Francois Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"JCDecaux is delighted to have been awarded the prestigious TfL advertising contract, the world's largest bus shelter advertising concession. London's economy and population is booming. The city is changing at a rate not seen since Victorian times and it will have a 10 million population by 2030 increasing its value as a market for advertisers"*.

*"This award consolidates London's bus shelter contracts into a single proposition of 15,000 back lit 2 sq m panels, paving the way for a significant digital transformation. JCDecaux plans to make London the global showcase for digital Out-of-Home with more than 50% of its UK advertising revenues forecast to be coming from digital by 2017."*

### Key Figures for JCDecaux

- 2014 revenues: €2,813m, H1 2015 revenues: €1,460m
- 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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