

JCDecaux

JCDecaux wins the exclusive 12-year contract to operate the advertising spaces in the metro, tram and buses of the Brussels public transport operator, STIB

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Paris, 24 January 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that he has won, following a tender process, a 12-year contract to operate the indoor and outdoor advertising spaces on- and in-vehicle spaces and in the metro of STIB, the Brussels Intercommunal Transport Company.

The contract includes the upgrade of the advertising displays located across STIB's transport network and in the Brussels' metro, and the installation of new passenger information displays. Interactive touchscreen information displays will be rolled out across the STIB network, which passengers can use to access a range of real-time information, to plan a journey or locate a shop at a particular station. The STIB network, which serves the 19 municipalities in the Brussels-Capital region and 11 outlying municipalities, has seen over the last ten years a 70% increase in passenger numbers. Reaching over 1.85 million people every day, it is a reference point for integrated public transport systems, with 4 subway lines, 19 tram lines, 50 bus lines and 11 night bus lines.

Jean-Sébastien Decaux, CEO Southern Europe, Belgium & Luxembourg, CEO Africa & Israel and Member of the Executive Board of JCDecaux, said: *"We are delighted that STIB has chosen JCDecaux to develop the advertising portfolio of its metro, bus and tram systems, through new product offerings and a selective high-impact digital approach. In addition, given the importance of the public transport system, we were able to propose innovative services to enhance the passenger experience in the Brussels region."*

Key Figures for the Group

- 2012 revenues €2,623m; Revenues for the first nine months of 2013: €1,895.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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