

JCDecaux will unveil its latest “smart city” innovations at Viva Technology

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Paris, 13 June 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, will host an exhibit at the international Viva Technology event taking place between 15 and 17 June at the Porte de Versailles Exhibition Centre in Paris. This second edition, which was initiated by Publicis and Les Echos, will focus on the growth of startups, digital transformation and innovation, will feature 5,000 startups and more than 50,000 visitors.

At a 200 m² stand in the “Hall of Tech”, JCDecaux and its teams will present their “[Open] Urban Playground” concept, a vision of the smart, innovative, connected and sustainable city of tomorrow.

[Open] Urban Playground will offer **a visitor experience around four themes and four dedicated spaces:**

- **Urban: tech** area marking the start of the visit to the JCDecaux area and an introduction to the company
- **Civic: tech** area where visitors receive a presentation on street furniture and the latest virtual services
- **Green: tech** area where the very latest sustainable development and eco-friendly mobility innovations are unveiled
- **Ad: tech** area where the visitor is immersed in a universe of brands and communication

Visitors will discover:

- **The new-generation, self-service bikes designed by Philippe Starck:** for the first time, JCDecaux will present two new self-service bike models (a mechanical bike and an e-bike) which are lighter, more resilient and smart.
- **Smart City sensors:** JCDecaux's street furniture can incorporate sensors for new smart city data-monitoring services (weather, air quality, noise, travel flows, etc.). Prototypes of weather and travel flow analysis sensors will also be unveiled at the exhibition.
- **Small cells:** JCDecaux has developed a solution for integrating small cells into advertising light boxes used in street furniture. This solution, which enables up to four small cells to be installed per item, is aimed at meeting the needs of mobile operators and cities with 4G (soon to be 5G) densification. JCDecaux received an award at the Small Cell Forum on 23 May for “Excellence in commercial Deployment” in the urban deployment category.
- **Photovoltaic panels:** by integrating photovoltaic panels in the roofs of its bus shelters, including certain Parisian bus shelters, JCDecaux demonstrates its capacity to fuel its street furniture using renewable energy, helping to reduce global electricity consumption.
- **SmartBricks:** a new digital platform that can target content by instructing users on how to interact and build a tailored digital experience; an engine that enables campaigns to serve the right copy to the right screen in the right location at the right time.
- **Smart Content:** an advertising contextualisation platform that uses the new possibilities offered by contextual data. Weather, social networks, road traffic, etc. can now be used to create dynamic context-based advertising.

Several key events will take place during the three days on our [Open] Urban Playground:

- Thursday, 15 June at 5pm: **Startup Everywhere**, which is partnered by JCDecaux, will launch its 12th guide, the *Startup Guide Paris*, in the company of its CEO Sissel Hansen. A street furniture unit transformed into a book kiosk and equipped with the contactless

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payment technology **Think&Go** which will exclusively sell the guides for London, Berlin and Paris during Viva Technology.

- Saturday, 17 June from 5pm to 6pm: as part of our partnership with Paris 2024, **basketball champion Emmeline Ndongue** will shoot hoops in the Viva Tech halls on a specially equipped JCDecaux-signed display, after which she will come to our stand and meet the public.
- Each day: the winning students of the **startup MyJobGlasses's** competition will have free entrance to Viva Tech and will meet an expert from one of the following five JCDecaux business lines: Design, Digital, IT, R&D and Marketing. A second competition will be launched with MyJobGlasses during Viva Technology, the prize remains a secret.
- During the three days: with **[open] portrait**, visitors to the JCDecaux stand will be invited to have their photo taken and their portrait transformed into a digital work of art projected on our digital totem. Each participant will take home a copy of this unique work created in real-time.
- Every fifteen minutes: simultaneous broadcasting on all screens at our stand of exclusive works created by the **digital artist Judith Darmont** will highlight the creative and poetic potential of digital art in the urban universe.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"Since the first edition of Viva Technology one year ago, we have noted in the 78 countries in which we operate an ever-growing interest by cities in all aspects of the smart city: connectivity, data, mobility, optimisation of energy needs, dynamic and context-based information and communication. The [Open] Urban Playground concept developed this year by all of our teams in close collaboration with our partners shows, in a very concrete manner, the central role that street furniture plays in the smart city. By combining its technological and user-based innovations with the unique experience it has acquired of different urban universes over the last 53 years, JCDecaux proposes, more than ever, a singular and relevant vision of the city of tomorrow that we hope will be human, welcoming, comfortable and sustainable."*

Key figures for JCDecaux

- 2016 revenue: €3,393m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- N°1 worldwide for self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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