

JCDecaux renews and extends its advertising street furniture contract for bus and tram shelters in Nice Côte d'Azur Métropole for 18 years

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Paris, 19 December 2017 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a competitive tender, it has renewed and extended its advertising street furniture contract for bus and tram shelters in Nice Côte d'Azur Métropole (Nice, 4th in the global smart city ranking* and France's 5th largest city; Métropole's population: 536,300), for 18 years.

Representing a total of 1,082 advertising panels, the contract covers the design, installation, upkeep, operation and maintenance of 288 single and double-sided bus shelters in the city of Nice, 115 shelters at 44 tram stations across the Métropole (39 shelters for line T1, 52 for line T2 and 24 for line T3) and 11 panels providing local information on line T1.

The new street furniture includes 17 smart and connected items offering users a wide range of digital services and unrivalled opportunities for interaction. They feature a series of innovations, including:

- A 32" full HD 4K resolution *e-Village®* touch screen accessible to disabled users offering eight apps providing information on transport as well as local tourist, cultural and historical sites
- A USB charging port;
- Information in Braille and assistance for visually impaired passengers
- An automatic public-access defibrillator that is monitored and supervised 24/7
- Low power beacons providing localised information to users who sign up for these services. For example, they will be able to easily access the transport firm's app and the metropolitan area's website
- The possibility of fitting small 4G antenna allowing mobile phone operators to enhance their network performance and prepare for the roll-out of 5G technology

All the shelters located on tram lines T2 and T3 will also be fitted with USB charging ports. Nearly 20% of the energy they use will come from solar PV cells covering half of their roofs. In addition, 20 bus and tram shelters on line T1 will have planted roofs.

Nice Côte d'Azur Métropole will benefit from JCDecaux's design expertise and has chosen diversity to enhance its urban landscape with street furniture from Ora-Itto, Philip Cox and JCDecaux. They will also have the option of customising the shelters (rear and side glass walls, uprights and crossbars) to ensure they integrate seamlessly with the surrounding space.

To meet the Métropole's requirements and in line with its own sustainable development policy, JCDecaux based its offering around key environmental objectives by optimising the performance of its street furniture and the quantities of raw materials needed to manufacture it. The Group carries out life-cycle analysis in order to quantify the environmental impacts of the manufacture, operation and end of life for its models. For example, the use of LED technology will reduce each shelter's energy use by up to 65% compared to fluorescent light bars. The choice of materials such as glass, aluminium and iron will ensure high-quality services throughout the duration of the contract.

* *Juniper Research 2015 ranking.*

JCDecaux SA
United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000
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 3,240,365.87 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *“We are very pleased to have renewed and extended our advertising street furniture contract for the bus and tram lines in Nice Côte d’Azur Métropole, just as we are rolling out new digital street furniture in Nice under the contract we won in October 2016.*

By reiterating its confidence in JCDecaux, Nice Côte d’Azur Métropole is approving our strategy in terms of innovation and sustainable development. As a highly committed partner with strong local roots, we are confirming our ties to the Métropole by developing a street furniture offering that provides a high level of service for this new contract, in order to make the urban environment more welcoming, comfortable, accessible and attractive.

As the number one outdoor advertising company in France and worldwide, we are actively rolling out cutting-edge technologies and new creative concepts to benefit cities and their residents, as well as advertisers and their brands.”

Key Figures for JCDecaux

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- 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)
- Leader in 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

Communications Department: 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