

JCDecaux renews its street furniture contract with the city of Antibes for 15 years and pursues its digital rollout

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Paris, 21 December 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a competitive tender, it has renewed its street furniture contract with the city of Antibes (population: 75,700) for a period of 15 years.

The contract covers the design, installation, upkeep, operation and maintenance of:

- 48 2m² and 8m² advertising street furniture units, representing a total of 162 advertising panels
- 32 2m² and 8m² digital advertising street furniture units, including double-sided ones, representing 39 digital screens
- 20 2m² non-advertising street furniture units on raised platforms.

The equipment will be designed by Martin Szekely and JCDecaux, who will oversee the harmonious integration of discrete and elegant street furniture into the urban landscape of Antibes.

Under this new contract, JCDecaux will provide the city of Antibes with latest-generation digital street furniture offering optimal visibility. Strategically placed, the street furniture will guarantee excellent visibility of municipal information and brand advertising.

Innovative services facilitating the every-day lives of inhabitants and tourists will be proposed as part of an offering that will meet the latest urban Smart City and connectivity requirements:

- 2m² and 8m² street furniture: NFC chips enable users to open an application or be redirected to a website linked to the information displayed on the digital street furniture when they place their smartphone close to the NFC reader. Beacons transmitting via Bluetooth will provide tourist information: route descriptions, suggested visits, etc.
- 2m² street furniture: USB connection, Wi-Fi connection, possibility of hosting small 4G cells of mobile operators to allow them improve their network performance and anticipate the rollout of 5G and small cells for internet of things operators. These 2m² street furniture will also be able to incorporate additional elements such as sensors (climate, environmental, pedestrian volumes), loud speakers, etc.

JCDecaux's offering also meets the highest environmental standards. The furniture will be eco-designed with optimised energy performance notably through the use of LED back-illumination to reduce consumption by up to 60% depending on the unit. Electricity requirements will also be fully covered via renewable energy. The choice of materials, such as steel, aluminium and glass, will ensure high-quality services throughout the duration of the contract.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *“We are delighted to be renewing our street furniture contract with Antibes. The city of Antibes is giving us the opportunity to continue rolling out our innovative digital street furniture, which offer a wealth of services, and is useful for the local authority, citizens, brands and consumers. Our high-quality street furniture units will help to enhance the welcoming, connected and open urban environment offered by this internationally popular tourist region.”*

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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

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