Q1 2018 – Business review

Paris, May 14th, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, published today its revenue for the three months ended March 31st, 2018.

FIRST QUARTER 2018: BUSINESS HIGHLIGHTS

Key contracts wins

- ***Rest of Europe***

In January, JCDecaux announced that its German subsidiary Wall, based in Berlin, signed a new 15-year exclusive contract for all back-lit and digital advertising street furniture excluding bus-shelters following a competitive tender.

In February, JCDecaux announced that following a competitive tender, its subsidiary JCDecaux Luxembourg was awarded the self-service electric bike contract for Luxembourg. The contract is for a 10-year term in the capital city of the Grand Duchy of Luxembourg (116,000 inhabitants, 180,000 cross-border workers; 60% of the country's 590,000 inhabitants go to the capital at least once a week).

In February, JCDecaux announced that its Dutch company, JCDecaux Netherlands, was awarded the 8-year exclusive contract for advertising street furniture (excluding bus-shelters) in The Hague.

- ***Asia-Pacific***

In January, FMIDecaux Co., the new joint venture between JCDecaux S.A., the number one outdoor advertising company worldwide and its partner First Myanmar Investment Co., Ltd., Myanmar's first listed company, won an exclusive 20-year contract with Yangon City Development Committee ("YCDC") for advertising street furniture in the city of Yangon (population: above 5.2 million).

In February, JCDecaux was awarded an exclusive 7-year contract for managing advertising and maintaining 1,459 bus shelters across Singapore (population: above 5.6 million) by the Land Transport Authority (LTA).

FIRST QUARTER 2018 AND OUTLOOK

Following the adoption of IFRS 11 from January 1st, 2014, the operating data presented below is adjusted to include our *prorata* share in companies under joint control. Please refer to the paragraph "Adjusted data" on page 3 of this release for the definition of adjusted data and reconciliation with IFRS.
The 2017 comparative figures are restated from the retrospective application of IFRS 15 "Revenue from Contracts with Customers", applicable from January 1st, 2018. The application of IFRS 15 leads to the change in presentation of invoices relating to advertising taxes. The impact on previously published Q1 2017 figures is +€5.0 million on adjusted revenue.

Adjusted revenue for the first quarter decreased by -2.6% to €742.5 million compared to €762.6 million in Q1 2017.
Excluding the negative impact from foreign exchange variations and the positive impact from changes in perimeter, adjusted revenue increased by +2.8%.
Adjusted advertising revenue, excluding revenue related to sale, rental and maintenance of street furniture and advertising displays, increased by +2.7% on an organic basis in the first quarter of 2018.

Q1 adjusted revenue	2018 (€m)	2017 (€m)	Reported growth	Organic growth[(a)]
Street Furniture	337.1	345.6	-2.5%	+2.1%
Transport	293.5	302.3	-2.9%	+5.0%
Billboard	111.9	114.7	-2.4%	-0.6%
Total	**742.5**	**762.6**	**-2.6%**	**+2.8%**

a. Excluding acquisitions/divestitures and the impact of foreign exchange

Please note that the geographic comments below refer to organic revenue growth.

STREET FURNITURE

First quarter adjusted revenue decreased by -2.5% to €337.1 million (+2.1% on an organic basis). Europe (including France and the UK) was down, affected, as expected, by the cancellation of the Paris "City Information Panels" interim contract in France. Asia-Pacific was up strongly with a double-digit growth, mainly driven by our new contracts in Australia, as well as North America thanks to digital in New York and Chicago. The Rest of the World was also up double-digit benefiting from a strong performance in Latin America.
First quarter adjusted advertising revenue, excluding revenue related to sale, rental and maintenance of street furniture was up +2.8% on an organic basis compared to the first quarter of 2017.

TRANSPORT

First quarter adjusted revenue decreased by -2.9% to €293.5 million (+5.0% on an organic basis). Europe (including France and the UK) posted good growth. Asia-Pacific delivered strong double-digit growth. The Rest of the World was up thanks to our new contracts in Brazil partially offset by negative growth in the Middle East where the market environment remains difficult. North America was down due to high comparable in Q1 2017.

BILLBOARD

First quarter adjusted revenue decreased by -2.4% to €111.9 million (-0.6% on an organic basis). Europe (including France and the UK) was flat. The Rest of the World was slightly negative while North America was down more significantly due to high comparable in Q1 2017.

Commenting on the 2018 first quarter revenue, **Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said:

"Our Q1 2018 revenue of €742.5m, down -2.6% on a reported basis due to a negative impact from foreign exchange was up +2.8% on an organic basis. Street Furniture's organic growth of +2.1% was mainly driven by a double-digit digital revenue increase while analogue revenue was negatively impacted by the cancellation of the Paris "City Information Panels" interim contract. Transport's good performance reflects our strong revenue growth in China as well as a good sales performance in Europe and the contribution from new contracts in Latin America. Our traditional Billboard business remains challenging while our digital Billboard business is growing double-digit, although it only represents less than 10% of our Billboard revenue.

As far as Q2 2018 is concerned, and bearing in mind that it is becoming more and more difficult to assess forward advertising revenue because of late bookings which are now possible with digital out-of-home, we currently expect an organic growth around +3.5%.

In a media landscape increasingly fragmented, out-of-home advertising reinforces its attractiveness. With our strong exposure to faster-growth markets, our growing premium digital portfolio combined with a new data-led audience targeting platform, our ability to win new contracts and the high quality of our teams across the world, we believe we are well positioned to continue to outperform the global advertising market and increase our leadership position in the outdoor advertising industry through profitable market share gains. The strength of our balance sheet is a key competitive advantage that will allow us to pursue further external growth opportunities as they arise."

JCDecaux

ADJUSTED DATA

Under IFRS 11, applicable from 1st January, 2014, companies under joint control are accounted for using the equity method.

However, in order to reflect the business reality of the Group, operating data of the companies under joint control will continue to be proportionately integrated in the operating management reports used to monitor the activity, allocate resources and measure performance.

Consequently, pursuant to IFRS 8, Segment Reporting presented in the financial statements complies with the Group's internal information, and the Group's external financial communication therefore relies on this operating financial information. Financial information and comments are therefore based on "adjusted" data, consistent with historical data prior to 2014, which is reconciled with IFRS financial statements.

In Q1 2018, the impact of IFRS 11 on adjusted revenue was -€84.5 million (-€87.4 million in Q1 2017) leaving IFRS revenue at €658.0 million (€675.2 million in Q1 2017).

ORGANIC GROWTH DEFINITION

The Group's organic growth corresponds to the adjusted revenue growth excluding foreign exchange impact and perimeter effect. The reference fiscal year remains unchanged regarding the reported figures, and the organic growth is calculated by converting the revenue of the current fiscal year at the average exchange rates of the previous year and taking into account the perimeter variations *prorata temporis*, but including revenue variations from the gains of new contracts and the losses of contracts previously held in our portfolio.

€m		Q1
2017 adjusted revenue	**(a)**	**762.6**
2018 IFRS revenue	**(b)**	**658.0**
IFRS 11 impacts	(c)	84.5
2018 adjusted revenue	**(d) = (b) + (c)**	**742.5**
Currency impacts	(e)	42.1
2018 adjusted revenue at 2017 exchange rates	**(f) = (d) + (e)**	**784.6**
Change in scope	(g)	(0.3)
2018 adjusted organic revenue	**(h) = (f) + (g)**	**784.3**
Organic growth	**(i) = (h) / (a)**	**+2.8%**

€m	Impact of currency as of March 31st, 2018
USD	8.2
HKD	7.2
RMB	5.8
BRL	3.4
GBP	2.2
Other	15.3
Total	**42.1**

Average exchange rate	Q1 2018	Q1 2017
USD	0.8135	0.9391
HKD	0.1039	0.1210
RMB	0.1280	0.1363
BRL	0.2507	0.2988
GBP	1.1320	1.1627

Forward looking statements

This news release may contain some forward-looking statements. These statements are not undertakings as to the future performance of the Company. Although the Company considers that such statements are based on reasonable expectations and assumptions on the date of publication

of this release, they are by their nature subject to risks and uncertainties which could cause actual performance to differ from those indicated or implied in such statements.
These risks and uncertainties include without limitation the risk factors that are described in the annual report registered in France with the French Autorité des Marchés Financiers.
Investors and holders of shares of the Company may obtain copy of such annual report by contacting the Autorité des Marchés Financiers on its website www.amf-france.org or directly on the Company website www.jcdecaux.com.
The Company does not have the obligation and undertakes no obligation to update or revise any of the forward-looking statements.

FINANCIAL SITUATION

The evolution of revenues is the major factor which to impact the operating margin, free cash flow or net debt during Q1 2018.