

JCDecaux

# Key Figures

2019

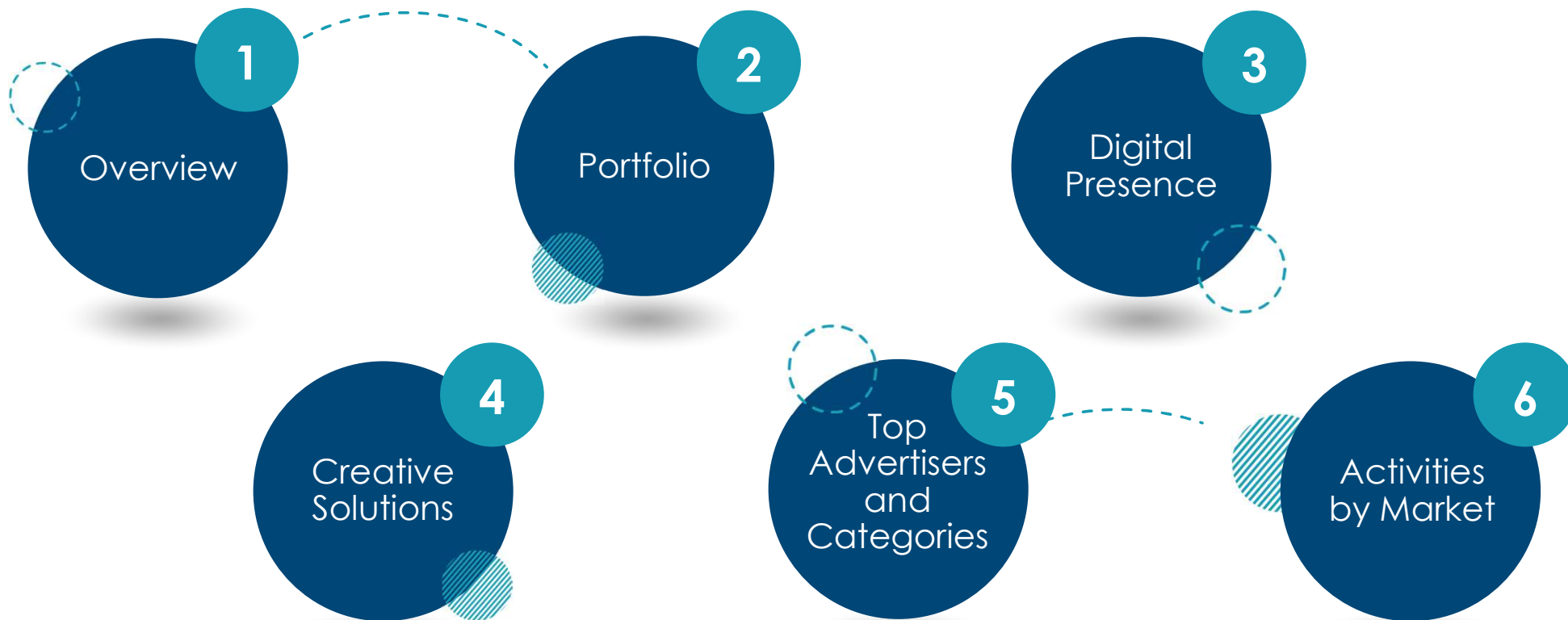
Release: 14 April 2020



Bottega  
Veneta  
France

# Contents

Click on area of interest



# JCDecaux Overview



**Outdoor Advertising Company**



Worldwide



Europe



Asia Pacific



Latin America



Africa



Middle East



**Worldwide**



Street Furniture



Transport Advertising



Airport Advertising



Self Service Bicycles



**Europe**



Billboard Advertising

OVERVIEW  
JCDecaux Operations



Google  
Italy

80+  
countries

3,891  
cities\*

\* With population > 10,000



## Global Presence

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China\*  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Dominican Rep.  
Ecuador  
El Salvador

Estonia  
Finland  
France  
Gabon  
Germany  
Guatemala  
Honduras  
Hungary  
India  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius

Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
Netherlands  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Reunion  
ROI  
Russia  
Saudi Arabia  
South Korea

Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland\*\*  
Tanzania  
Thailand  
UAE  
Uganda  
UK (incl. N Ireland)  
Ukraine  
Uruguay  
USA  
Uzbekistan  
Zambia  
Zimbabwe

80+  
countries





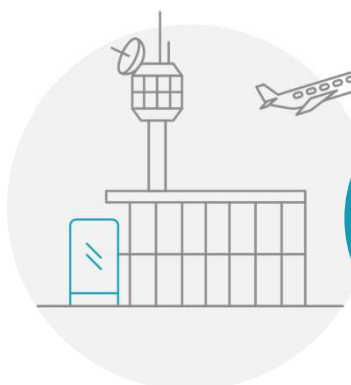
### Street Furniture

**517,798** Panels  
**2,114** Cities\*  
**71** Countries



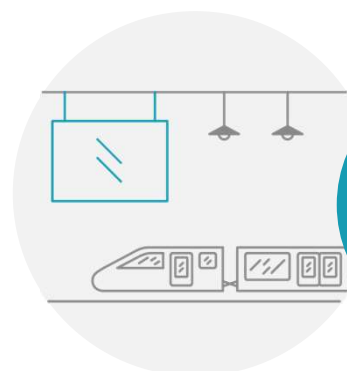
### Large Format

**164,782** Panels  
**2,586** Cities\*  
**62** Countries



### Airport

**42,076** Panels\*\*  
**167** Airports  
**41** Countries



### Transport\*\*\*

**379,966** Panels  
**51** Countries



British  
Airways  
UK

## Global Coverage



Street Furniture  
activity in  
**71** countries



Large Format  
activity in  
**62** countries



## European Domination



Porsche  
Germany

Principal Street  
Furniture operator in

35

of the  
**Top 50**  
European  
cities

including:

- London
- Vienna
- Berlin
- Hamburg
- Madrid
- Budapest
- Paris
- Milan

A presence in

42

of the  
**Top 50**  
European  
cities

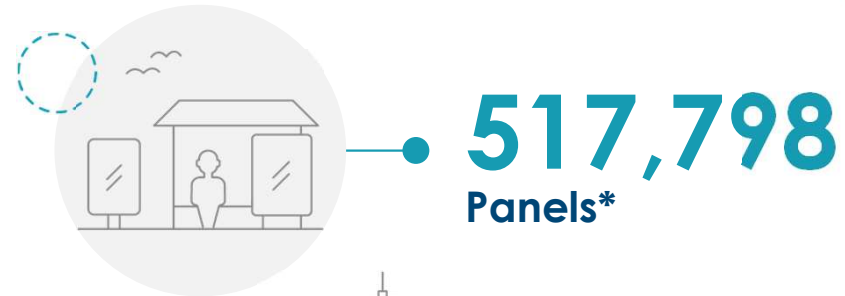
through either Large Format or Street Furniture







Dinh Van  
France

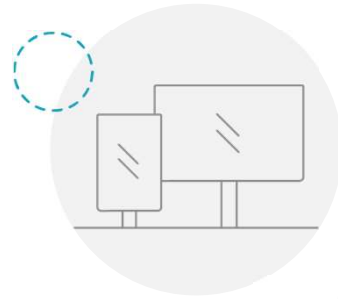


\* Includes Shopping Malls, Petrol Stations and POS

\*\* With population > 10,000



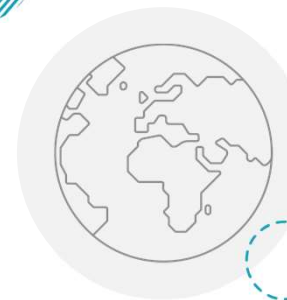
Economist  
UK



164,782  
Panels



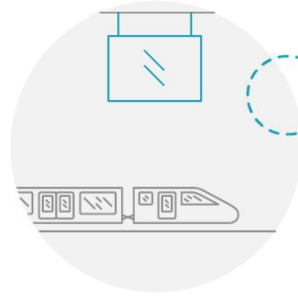
2,586  
Cities\*



62  
Countries

\* With population > 10,000

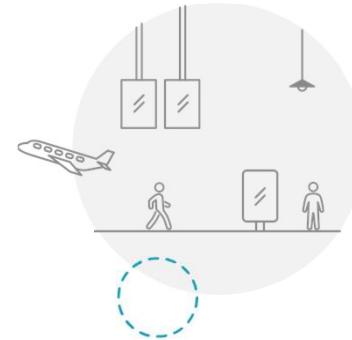




**379,966**  
Panels



**51**  
Countries

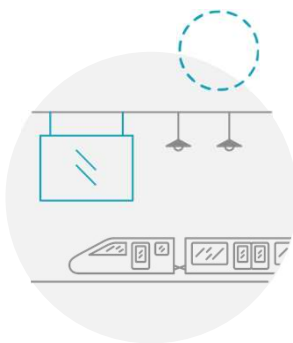


**440**  
Concessions

Huawei  
Shanghai Metro,  
China



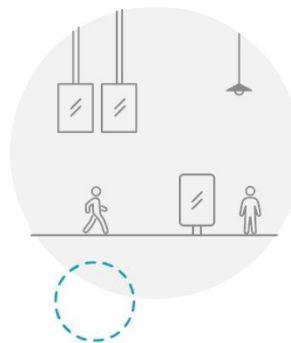
Canon  
Hong Kong  
Metro



**337,890**  
Panels

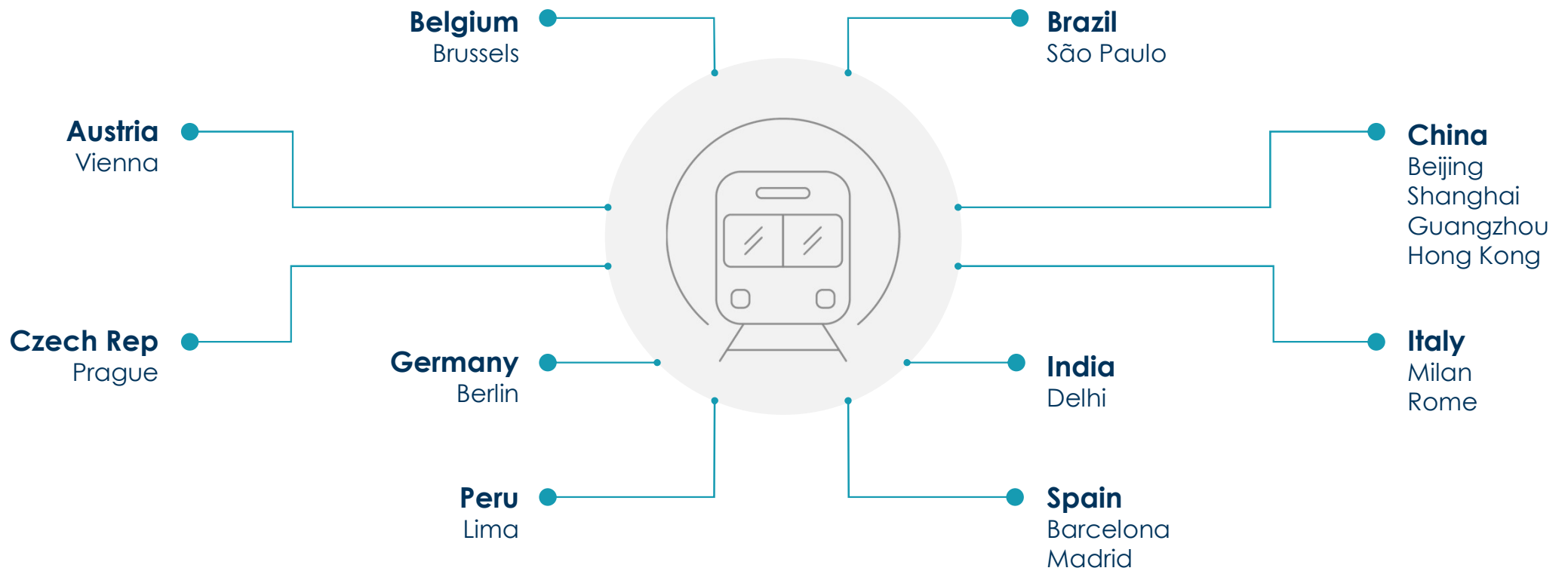


**28**  
Countries



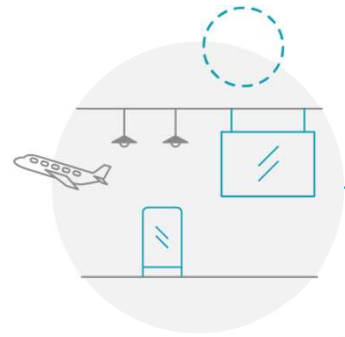
**273**  
Concessions

## Major Metro Concessions

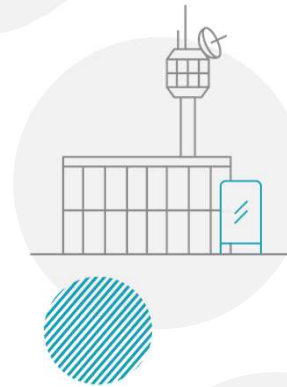




Moncler  
USA



42,076  
Panels\*



167  
Airports



41  
Countries

\* Excludes trolley panels

## 7 of the Top 10 Airports Worldwide



Beijing  
(PEX)  
(100M PAX)  
China



Los Angeles  
(LAX)  
(88M PAX)  
USA

Dubai  
(DXB)  
(86M PAX)  
UAE



London  
Heathrow  
(LHR)  
(81M PAX)  
UK



Paris  
Charles De  
Galle (CDG)  
(76M PAX)  
France

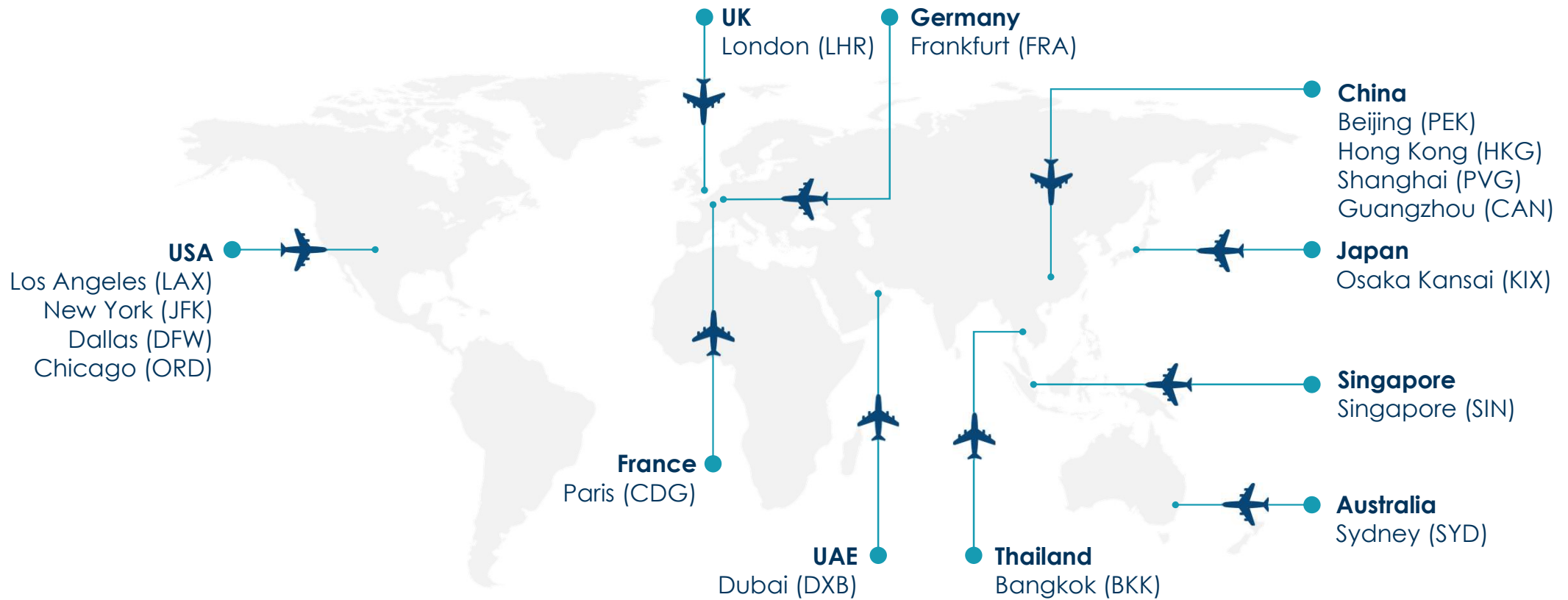


Shanghai  
Pudong  
(PVG)  
(76M PAX)  
China



Hong Kong  
(HKG)  
(71M PAX)  
HK

## Major International Hubs Worldwide

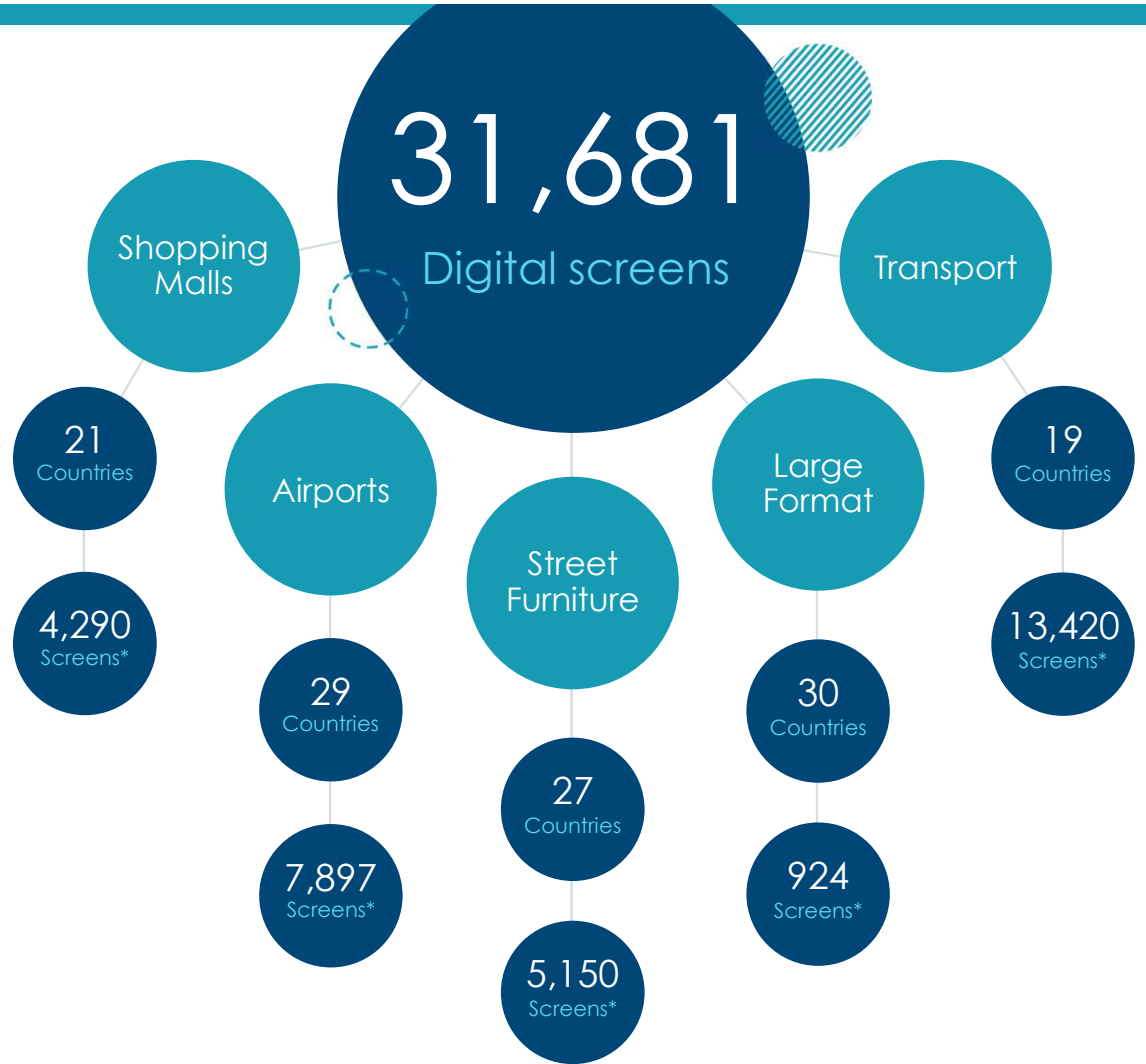








Coca-Cola  
Nigeria



\*Includes 600 advertising screens in supermarkets

31,681

Digital screens

	Street Furniture	Large Format	Airport	Transport	Retail
Angola		•			
Australia	•	•	•	•	
Austria		•		•	
Belgium	•		•	•	•
Botswana		•			
Brazil			•	•	
Canada	•				
Chile		•			
China*	•		•	•	
Costa Rica	•				
Czech Rep.	•		•	•	
Denmark	•			•	•
Dom. Rep.	•				
El Salvador	•				
Estonia		•			
Finland	•	•		•	•
France	•	•	•		•
Gabon			•		
Germany	•	•	•	•	
Guatemala	•				

	Street Furniture	Large Format	Airport	Transport	Retail
Hungary				•	•
India			•		•
Italy	•		•	•	
Ivory Coast					•
Japan	•		•		
Latvia			•		
Lesotho		•			
Lithuania	•				•
Luxembourg			•	•	
Mexico		•			•
Mongolia		•			
Mozambique			•		•
Netherlands	•	•			
New Zealand		•	•		
Nigeria		•			
Norway		•	•	•	•
Oman			•		
Panama	•	•	•		•
Peru			•	•	•
Poland			•		

	Street Furniture	Large Format	Airport	Transport	Retail
Portugal		•	•		•
Qatar					•
ROI	•	•			•
Russia	•	•	•		
Saudi Arabia			•		
Singapore	•		•		•
Slovenia	•				
South Africa		•		•	
South Korea	•			•	
Spain	•	•		•	•
Swaziland		•			
Sweden	•				•
Tanzania		•	•		
UAE	•	•	•		
UK	•	•	•	•	•
Ukraine		•			
USA	•	•	•	•	•
Zambia		•	•		
Zimbabwe		•			

# Building Engagement with Global Audiences



Amundsen  
Norway



IWC  
UK



Paco  
Rabanne  
Australia



Veet  
China

# Building Engagement with Global Audiences



Qatar Airways  
China



Miu Miu  
Singapore



Heineken  
Brazil



Milan Green Week  
Italy

## Advertisers



Porsche  
London, UK

JCDecaux

## Group Top 10 Advertisers

 <b>CHANEL</b>	<b>L'ORÉAL</b>
	<b>LVMH</b>
 ESTÉE LAUDER	
<b>HSBC</b> 	<b>SAMSUNG</b>
 <b>HUAWEI</b>	

## Categories



Jimmy  
Choo  
USA

## Group Top 10 Categories

	Retail
	Personal Care and Luxury Goods
	Entertainment, Leisure And Film
	Finance
	Food and Beverage
	Telecoms and Technology
	Services
	Travel
	Automobile
	Internet





## 1 in Outdoor Advertising



Street Furniture   Large Format   Airport   Transport

	Street Furniture	Large Format	Airport	Transport
Austria	•	•		•
Belgium	•	•	•	•
Bulgaria	•	•		
Croatia	•	•		
Czech Republic	•	•	•	•
Denmark	•			•
Estonia	•	•		
Finland	•	•		•
France*	•	•	•	•
Germany	•	•	•	•
Hungary	•	•		•
Italy	•	•	•	•
Latvia	•	•	•	

Street Furniture   Large Format   Airport   Transport

	Street Furniture	Large Format	Airport	Transport
Lithuania	•	•		
Luxembourg	•		•	•
Netherlands	•	•		•
Norway	•	•		•
Poland		•	•	
Portugal	•	•	•	•
ROI	•	•	•	•
Slovakia	•	•		
Slovenia	•	•		
Spain	•	•		•
Sweden	•	•		
Switzerland**	•	•	•	•
Ukraine	•	•		
UK	•	•	•	•



## The Americas



1 in Latin America



Street Furniture   Large Format   Airport   Transport

	Street Furniture	Large Format	Airport	Transport
Brazil	•	•	•	•
Canada	•			
Chile	•	•		•
Colombia	•	•	•	
Costa Rica	•	•		
Dominican Rep.	•	•	•	
Ecuador	•			
El Salvador	•	•		
Guatemala	•	•		

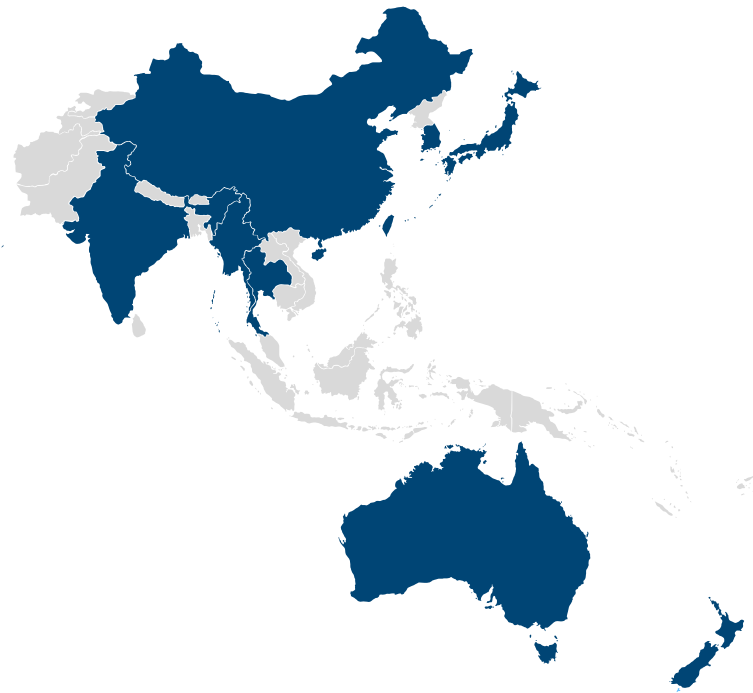
Street Furniture   Large Format   Airport   Transport

	Street Furniture	Large Format	Airport	Transport
Honduras	•	•		
Mexico	•	•		•
Nicaragua		•		
Panama	•	•	•	•
Paraguay			•	
Peru			•	•
Uruguay	•	•		•
Canada	•			
USA	•	•	•	•

## Asia Pacific



1 in Asia Pacific



	Street Furniture	Large Format	Airport	Transport	Cinema
Australia	•	•	•	•	
China*	•	•	•	•	
India	•		•	•	
Japan	•		•		
Mongolia	•				
Myanmar	•				
New Zealand		•	•		
Singapore	•	•	•		•
South Korea	•				
Thailand	•		•		

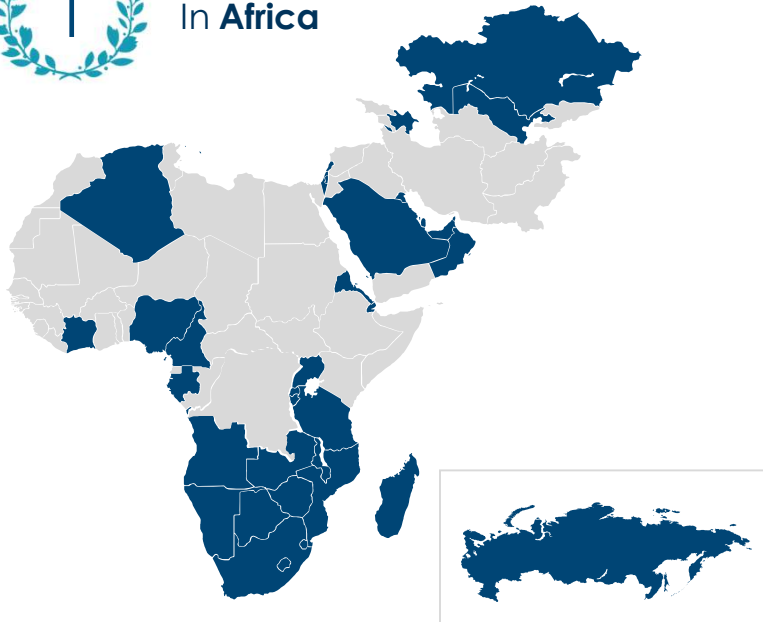
# Rest of the World



1 In the **Middle East**



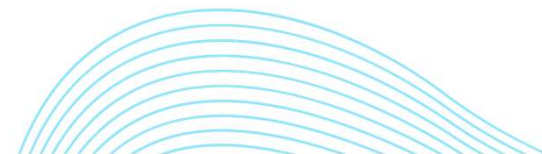
1 In **Africa**



	Street Furniture	Large Format	Airport	Transport
Angola	•	•		
Botswana	•	•		
Cameroon	•	•		•
Lesotho	•	•	•	
Madagascar		•	•	
Malawi	•	•	•	
Mauritius		•		
Mozambique	•	•	•	
Namibia		•		
Reunion	•			
South Africa	•	•	•	•
Swaziland	•	•	•	
Tanzania		•	•	
Uganda		•		
Zambia	•	•	•	
Zimbabwe	•	•		

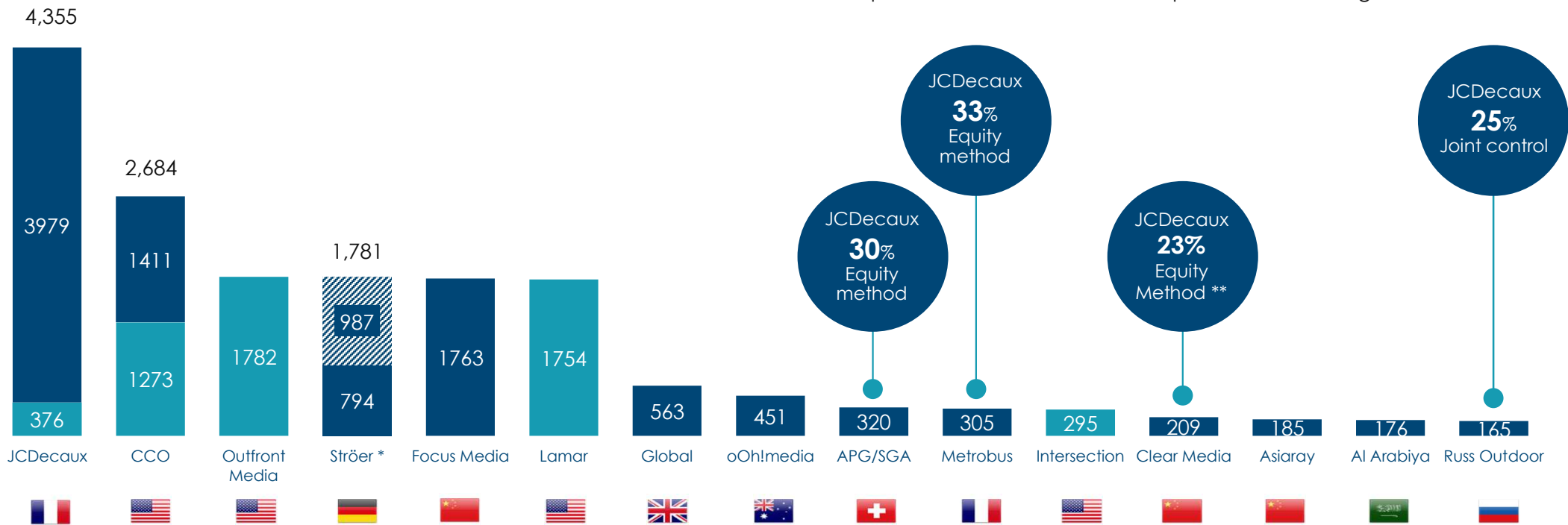
	Street Furniture	Large Format	Airport	Transport
Bahrain			•	
Israel	•			•
Oman	•		•	
Qatar	•	•		
Saudi Arabia			•	
UAE	•		•	
Azerbaijan	•			
Kazakhstan	•			
Russia	•	•	•	
Ukraine	•	•		
Uzbekistan	•	•		

\* Presence: Ivory Coast, Gabon and Nigeria



# 2019 Outdoor revenue (\$M)

■ North America operations   ■ International operations excluding North America



Sources: Company news releases.

\*Ströer's revenue are split into Ströer Digital OoH & Content and Direct Media and Ströer OoH Media.

\*\* On March 31st, 2020, JCDecaux announced to acquire a minority stake, through its wholly owned subsidiary JCDecaux Innovate incorporated in Hong Kong, in a consortium of investors which formed an ad hoc company ("Bidco") to make a voluntary conditional cash offer to acquire all of the shares in the entire issued share capital of Clear Media. JCDecaux will account for its 23% interest in Bidco using equity method. Bidco holds 87.99% as at May, 25th 2020 and its offer for Clear Media is ongoing.



Nike  
Australia

2019

# Key Figures

The International Sales and Marketing Division of JCDecaux Group.



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