

JCDecaux

# THE SUSTAINABLE MEDIA 2030 VISION



## JCDECAUX IS A MEDIA WHICH PROVIDES SERVICE TO THE COMMUNITY TO MAKE PUBLIC SPACES MORE SUSTAINABLE AND INCLUSIVE

Since 1964, JCDecaux has provided our city and transport partners with products that offer useful and innovative services in public spaces (such as bus shelters, self-cleaning public toilets and self-service bicycles) paid by Out-of-Home advertising.

This is the virtuous business model that was invented by our founder, that continues to improve the quality of life of the public, while meeting their evolving expectations.

Design is at the heart of everything we do, ensuring that our products respect and enhance the cityscape (including the support of heritage renovation projects through our "Artvertising" aesthetic solutions) across the world.

With a presence in over 80 countries, JCDecaux is playing an active part in the sustainable transition of economies and society worldwide.

## JCDECAUX, REACHING A POWERFUL AND GLOBAL AUDIENCE



+ 12.000 employees



+ 80 countries



close to 3.900 cities



close to 160 airports



+ 250 transport concessions

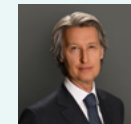


+ 850 M people make up our daily audience

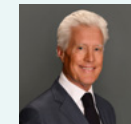


nearly 50% of the Group's consolidated revenues are aligned with the European Taxonomy

## MESSAGE FROM CO-CEOS



Jean-Charles Decaux



Jean-François Decaux

*"Sustainable Development is more than an environmental necessity, it is a powerful lever for economic and social growth, opening up opportunities for new services that enhance the lives of people across the world."*

Sustainable Development has been at the heart of our business since the Group was founded. From the earliest days, our commitment was clear, shown through our consistent approach to our quality and environmental management and our global vision for our environmental and societal responsibility from 2014.

JCDecaux is playing an active role in this transition, with nearly 50% of our revenues aligned with the European Taxonomy. Since 2022, we have been an official partner of the United Nations and we also contribute to the 17 Sustainable Development Goals (SDGs). Our Sustainability Strategy and the range of solutions we offer are supporting the emergence of the smart and sustainable city, at a time when mobility matters more than ever.

Today as we face huge challenges for the planet and for human development we remain committed to playing our part in tackling these vital issues through the continuation of our work, taking this forward with our strategic roadmap for 2030.

## A BUSINESS MODEL VIRTUOUS IN 3 WAYS

### ECONOMICALLY



**Nearly 50% of our resources redistributed** to finance living spaces and transport facilities

Value redistributed to **landlords, to cities** and to **communities and local authorities**

### SOCIALLY



**120,000+ jobs** supported by our activity in 2022

For **every employee** in the world, nearly **10 supplementary jobs** are supported by the Group in the global economy\*

### ENVIRONMENTALLY

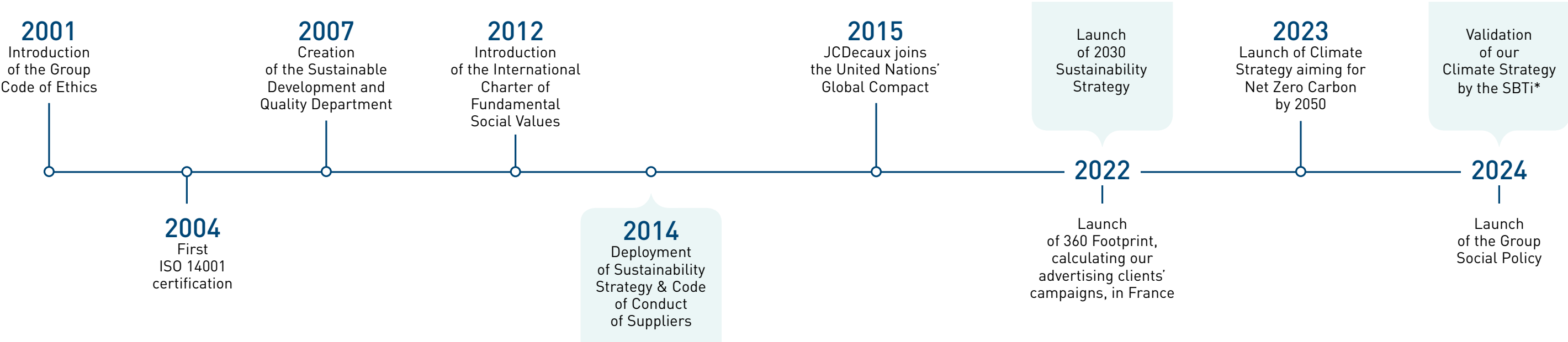


**Nearly 50% of Group revenue** aligned with the European Taxonomy

JCDecaux's **major businesses promote eco-friendly mobility** (bus shelters, self-service bicycles, land transport) around the world

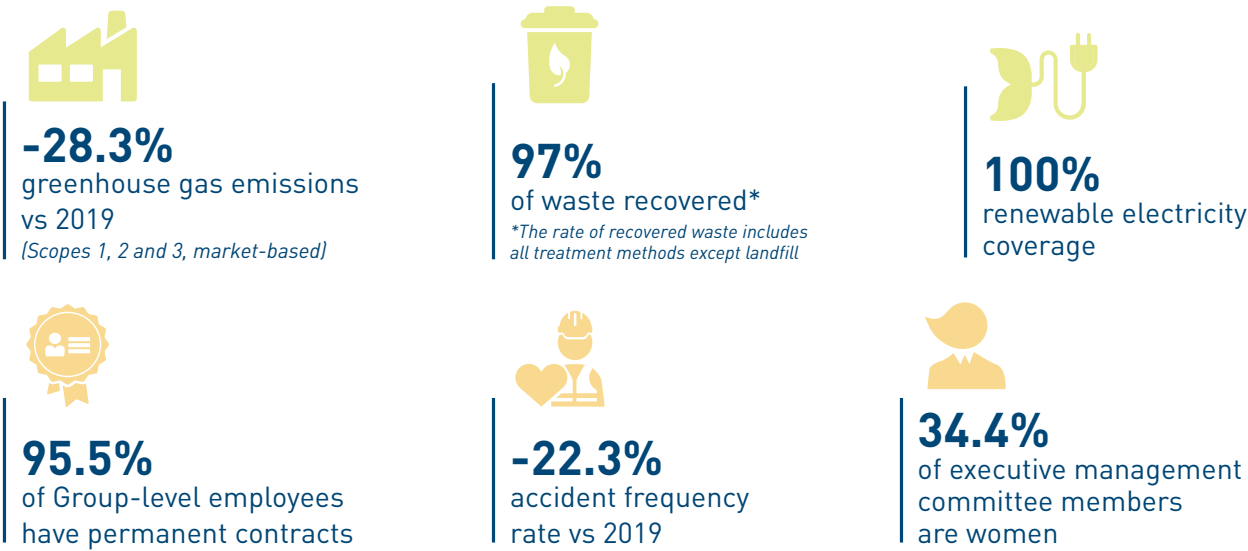
\*Study of socioeconomic impact conducted by Utopies on 2022 data, audited by EY

# OUR SUSTAINABILITY JOURNEY BEGAN MORE THAN 20 YEARS AGO



\* Science Based Targets initiative

## AN AMBITIOUS VISION ALREADY PRODUCING RESULTS



2024 figures

## OUR CONTRIBUTION TO THE 17 UN SUSTAINABLE DEVELOPMENT GOALS

We contribute to all 17 Sustainable Development Goals, and to 6 in particular, in order to advance their promotion and development across the globe.

Incorporating the SDGs is a major source of innovation enabling us to offer ever more responsible products and services.

OFFICIAL PARTNER OF THE «UNITED NATIONS JOINT FUND FOR THE SDGS»



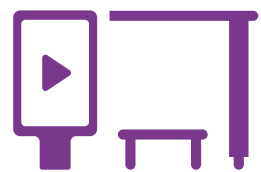


## DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE

### OUR PRIORITIES

- Reinforce **ecodesign** to improve environmental and social performance
- Develop and deploy our **responsible innovations** and our **sustainable furniture**
- Preserve and **enhance biodiversity** in cities

**30+ years**  
average lifespan  
of our bus shelters



“Ecodesign and the need to conserve resources have always guided our development choices. We want to offer the best possible quality to our customers, without compromising the environmental, economic, and social performance of our services.”

Gaëlle DAGORT  
Research & Development Director  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### MAKING CITIES MORE SUSTAINABLE

Our unrivalled network of street furniture is a natural way to expand green space in cities for the benefit of all. Our range of solutions represents an effective opportunity to complement other urban greening projects, in particular green roofs, but also vertical greening structures that allow for in-ground planting. It is a pragmatic way to contribute to urban greening strategies put in place by local authorities.



#### INNOVATION, A KEY DRIVER OF GROWTH AND SUSTAINABILITY

Identifying solutions with a low environmental impact is central to our innovation strategy. We are working to reinvent our furniture through design and the use of biobased materials. In 2022, we developed the Wooden Shelter, which reduces by nearly 50% greenhouse gas emissions in the extraction and manufacturing stages as compared to a traditional bus shelter.

## PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

### OUR PRIORITIES

- Promote **responsible campaigns**
- **Safeguard** our digital activities to the highest possible degree
- Advocate for **public interest communication** that serves the United Nations' 2030 Agenda

**3.000+** campaigns  
provided free of charge to NGOs  
and associations in 2024



“Deontology and responsibility are two key values at JCDecaux. We care about the content that we broadcast and monitor it carefully across our worldwide networks.”

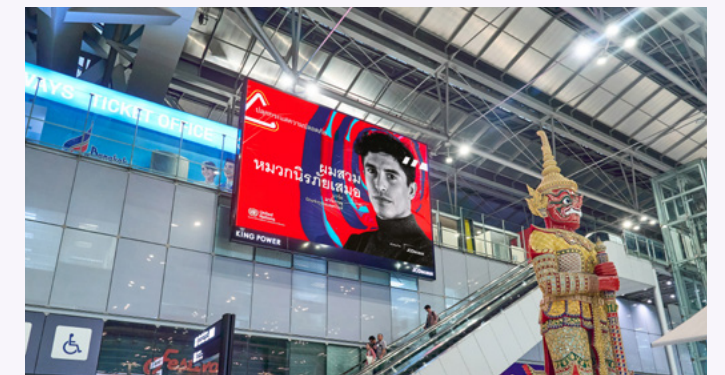
Albert ASSÉRAF  
Executive Vice-President  
Communications and User Innovation  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### ETHICS FOR OUT-OF-HOME DISPLAY

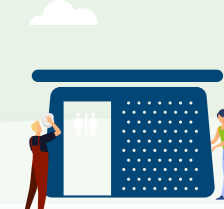
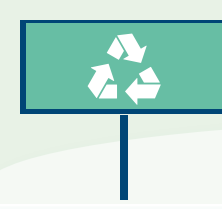
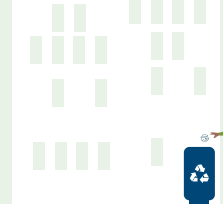
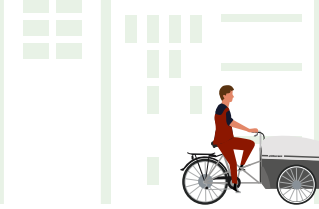
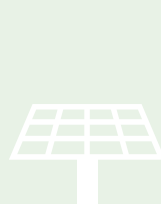
As a sustainable media in contact with more than 850 million people every day, we have a responsibility to uphold the highest standards of ethics for Out-of-Home display. Since 2022, a Code has been deployed throughout the Group, ensuring both awareness of these issues at a local level and responsible and positive outdoor communication.



#### CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Since 2022, JCDecaux has been an official partner of the United Nations Development Programme (UNDP) supporting the “United Nations Joint Sustainable Development Goals Fund”. Having signed the United Nations’ Global Compact in November 2015, JCDecaux is, with this new agreement, extending its commitment to support human rights and to a concrete policy of supporting Major Causes throughout the world.



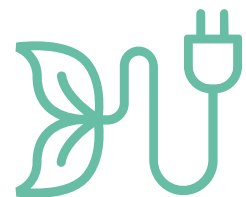


## DEPLOY AN AMBITIOUS CLIMATE STRATEGY AIMING FOR NET ZERO CARBON

### OUR PRIORITIES

- Reduce our **operations emissions** (scopes 1 and 2)
- Reduce **emissions** across our **entire value chain** (scope 3)
- **Contribute** beyond our value chain

**100%**  
of our electricity  
consumption covered  
by renewable  
energy sources



"It is through systemic actions and by engaging our entire value chain that we will be able to contribute to global carbon neutrality."

Lénaïc PINEAU  
Chief Sustainability and Quality Officer  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### FURNITURE REUSE STRATEGY

Refurbishment and related efforts are major ways to reduce the environmental impact of our furniture and achieve our goal of decarbonising our activity. Refurbishment allows us to cut extraction- and manufacturing-related carbon emissions of our classic bus shelters in half.



#### RENEWABLE ENERGY AND EFFICIENCY

We successfully reduced, by 60% on average, electricity use of our 2 sq m billboards over the last ten years thanks to the use of the latest LED technology, solutions to reduce light intensity, and night time switch-off. We are proud to be the first Outdoor Communication Group to have joined the RE100\* in 2019.

\* RE100: international coalition of companies committed to 100% renewable electricity production.

### OUR PRIORITIES

- Promote **responsible waste management** through a **circular economy**
- Encourage responsible **water consumption**

**97%**  
of our waste  
recovered



"Collaboration and shared best practices with JCDecaux businesses across the world will help us to reduce our environmental impacts and achieve our common goals. Thinking globally and locally is the key!"

James THOMAS  
Chief Technical Operations Officer  
JCDecaux UK

### OUR STRATEGY IN ACTION



#### RESPONSIBLE WATER CONSUMPTION

Wherever possible we use rainwater to wash our furniture and vehicles while ensuring a high quality of maintenance. Because rainwater is naturally low in minerals, it reduces the need for cleaning products.



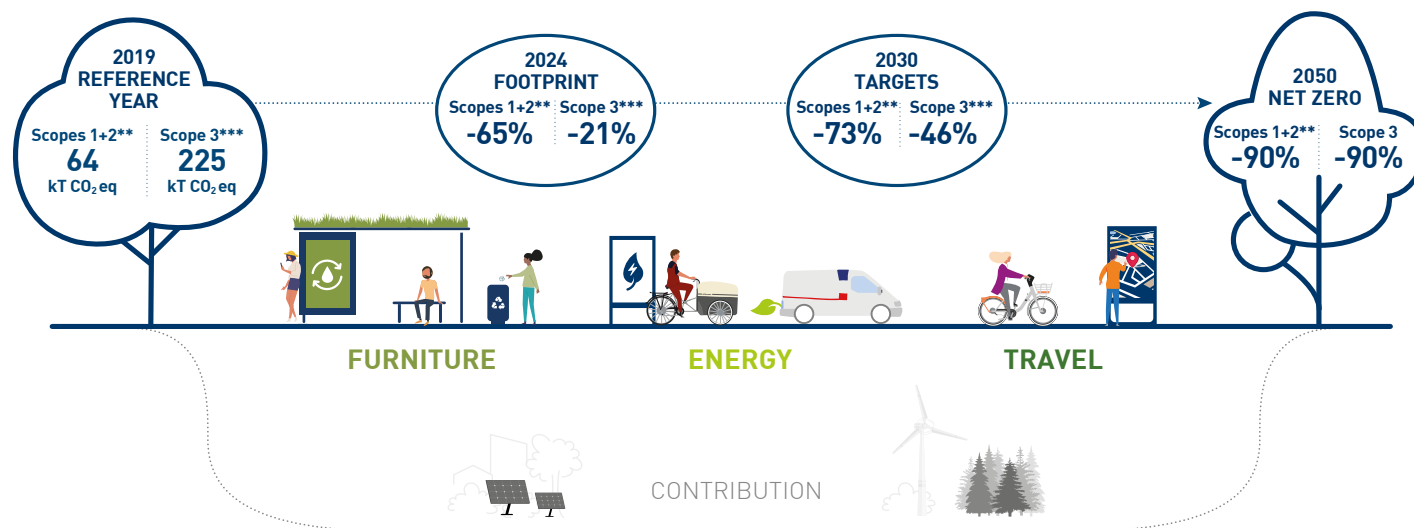
#### OPTIMISED WASTE MANAGEMENT

The circular economy is at the heart of the Group's business model, which is why JCDecaux has rolled out a policy of responsible waste management. Moreover, we regularly review how we recycle this waste to keep up to date with evolving needs.

# SPOTLIGHT ON OUR CLIMATE STRATEGY AIMING FOR NET ZERO CARBON BY 2050

## AN AMBITIOUS DECARBONATION TRAJECTORY

Approved by the Science Based Targets initiative (SBTi)\*

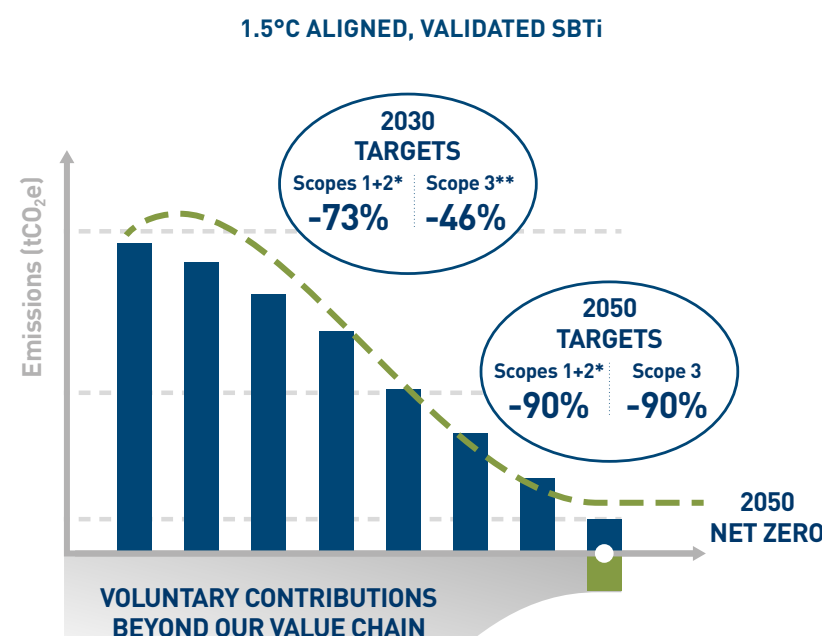


\* Trajectory audited by an independent third party

\*\* Market based

\*\*\* Within a perimeter covering at a minimum 92% of Group scope 3 emissions

This strategy, aligned with the Paris Agreement, takes into account our greenhouse gas (GHG) emissions across our entire value chain. An independent third party has assessed the measurement of our greenhouse gas emissions (scopes 1, 2 and 3) and our climate strategy. In June 2024, the Group reduction trajectory has been validated by the SBTi.

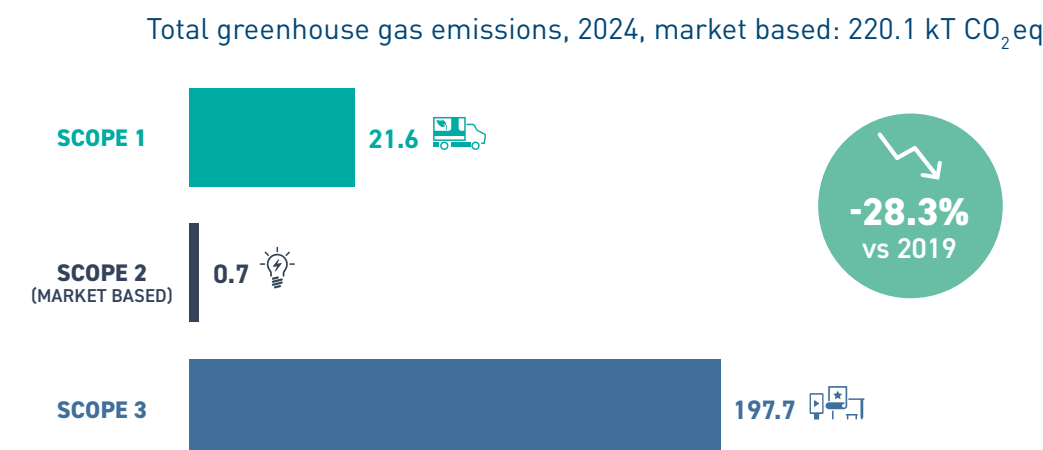


\* Market based

\*\* Within a perimeter covering at a minimum 92% of Group scope 3 emissions

## A 3-STEP PROCESS

### 1. MEASURE



Data audited by Grant Thornton in 2024

### 2. REDUCE



- Refurbishment
- Sourcing of low-carbon materials
- Ecodesign



- Low-emission vehicles
- Smart lighting on furniture
- Optimised digital displays



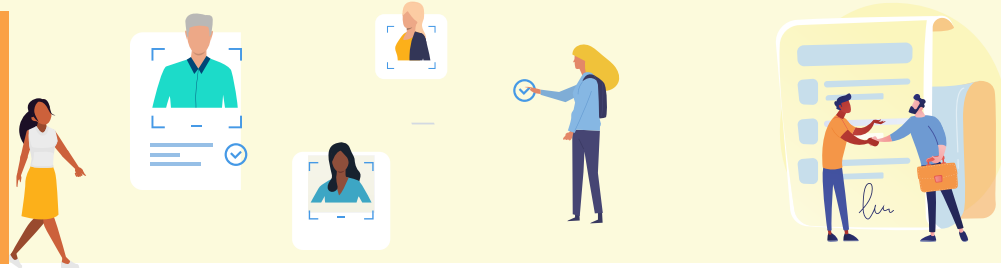
- Alternative modes of transport
- Reduction of kilometres travelled

### 3. CONTRIBUTE

In addition to the reduction measures implemented in its operations and value chain, JCDecaux contributes to the development of qualitative projects that aim to remove and/or avoid carbon emissions beyond its value chain and that present social and societal co-benefits.

This policy results from JCDecaux's desire to contribute to climate change mitigation on a global scale, while meeting the UN's Sustainable Development Goals (SDGs).





## BE A RESPONSIBLE EMPLOYER

### OUR PRIORITIES

- **Value** all our people
- **Care** about our people
- **Support** our people's **growth & development**
- Foster **diversity** and **inclusion**

**10 years**  
average seniority  
of Group employees



"We are committed to helping each member of our team to develop to their full potential. A winning bet with close to 10 years of employee seniority across the Group in 2024."

Victoire PELLEGRIN,  
Director of HR Development  
JCDecaux France & International  
HR Projects Department

### OUR STRATEGY IN ACTION



#### COMMON SET OF SOCIAL VALUES

Our success is based on respect for our human capital. Through the JCDecaux Group Social Policy, we guarantee a common foundation of Human Resources management to all our employees, in every country where we operate. Our Policy is structured around 3 pillars: valuing our people, caring about our people, and supporting our people's growth and development.



#### HEALTH AND SAFETY OF OUR EMPLOYEES

Ensuring the health and safety of our employees, operations subcontractors and users is an absolute priority for JCDecaux, which has developed a Group-wide Health and Safety Policy entailing the implementation of a Health and Safety management system by every subsidiary.

### OUR PRIORITIES

- **Maintain ethical conduct** and **fight corruption**
- Help our suppliers implement **more responsible practices**
- Ensure that **personal data is protected**

**100%**  
of our key suppliers  
evaluated\*

*\*at the Group level*



"Our company's social responsibility extends well beyond our own perimeter. By raising awareness and supporting our suppliers in adopting more virtuous practices, we will be able to achieve our own objectives."

Nury LINARES  
Purchasing Manager  
JCDecaux Central America

### OUR STRATEGY IN ACTION



#### ETHICAL CONDUCT

JCDecaux's Code of Ethics, established in 2001, seeks to formalise the rules of business conduct applicable to all Group employees with our customers, grantors and suppliers/ service providers. We want to continue to set an example in order to change behaviours so that respect for the law and the requirement for transparency prevail.



#### RESPONSIBLE PURCHASING

Our sustainable development approach begins with sourcing. This is why we rely on our Supplier Code of Conduct that 100% of our key suppliers commit to respecting. It lays out JCDecaux's expectations for ethical and social themes including health and safety, hygiene, the ecological transition and the environment.

# JCDECAUX, THE SUSTAINABLE MEDIA

## TOWARDS MORE SUSTAINABLE LIVING SPACES

### DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE

Since 2023

Enrich our **ecodesign policy**

By 2030

Widely deploy our **responsible innovations**

### PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

Since 2022

**100%** of the Group's countries committed to implementing and applying the **principles of the Code of Conduct for Out-Of-Home Display**

By 2025

**100%** of the Group's countries representing **80% of the adjusted annual revenue** contribute to **supporting one or more of the United Nations SDGs**

## TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT

### DEPLOY AN AMBITIOUS CLIMATE STRATEGY AIMING FOR NET ZERO CARBON

Since 2022

**100%** of our electricity consumption covered by **renewable energy sources**

By 2030

**-73% carbon emissions** (scopes 1 and 2, vs 2019)

**-46% carbon emissions** (scope 3, vs 2019)

### CURB OUR OTHER ENVIRONMENTAL IMPACTS

By 2025

Continue to deploy our **water policy**

By 2035

**Zero waste-to-landfill** vs. total waste in countries with suitable facilities

## TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT

### BE A RESPONSIBLE EMPLOYER

By 2030

**40% women** on our **executive management committees**

**25%** reduction in the **accident frequency** rate vs 2019

### CONDUCT BUSINESS ETHICALLY AND SUSTAINABLY

Since 2022

**100%** of **key suppliers** have signed the **Supplier Code of Conduct**

**100%** of **key suppliers** **assessed** every year

## AN APPROACH RECOGNISED BY INTERNATIONAL STANDARDS



### A LIST

Average market rating: C



### 76/100

Average market rating: 56



### AAA

Average market rating: BBB



### 11.9

Average market rating: 16.1  
A rating of 40 indicates the most severe risk



The JCDecaux logo consists of the company name in a bold, dark blue, sans-serif font. To the left of the text is a graphic element: a thin blue line that forms a right-angled corner, with the horizontal segment extending to the left and the vertical segment extending upwards, framing the start of the text.

**JCDecaux**

[jcdecaux.com](https://www.jcdecaux.com)