

6.5.3. NEW SHARE BUYBACK PROGRAMME

A new share buyback programme, together with a resolution authorising the cancellation of the shares thus repurchased, will be submitted to the shareholders for approval at the Combined Extraordinary and Ordinary General Meeting of Shareholders to be held on 14 May 2025. This authority would replace the authority granted by the General Meeting of Shareholders held on 7 May 2024.

The main features of this programme are as follows:

- Affected securities: Company's shares;
- Maximum percentage purchase authorised by the General Meeting of Shareholders: 10% of the Company's share capital outstanding at any time, this percentage applying to an amount of adjusted share capital based on the transactions affecting it subsequent to the General Meeting of Shareholders to be held on 7 May 2024, i.e., for indicative purposes, 21,316,165 shares on 31 December 2023;
- Terms of buybacks: purchases, sales or transfers of shares may be carried out at any time, including during a public offer, within the limits authorised by the legal and regulatory provisions in force and by any means, on regulated markets, on multilateral trading systems, with systematic internalisers or over the counter, including via the purchase or sale of blocks (without limiting the share of the buyback programme that may be carried out by this means), by public tender or exchange offer, or through the use of options or other forward financial instruments traded on regulated markets, on multilateral trading systems, with systematic internalisers or over the counter, or by delivery of shares pursuant to the issue of securities giving access to the share capital of the Company by conversion, exchange, redemption, exercise of a warrant or in any other way, either directly or indirectly through an investment service provider;
- Maximum share price authorised: €50;
- Maximum amount of the programme: €1,070,643,300 for 21,412,866 shares

Objective of the programme:

- Implementation of any Company stock option plan under the provisions of Articles L. 22-10-56 et seq. of the French Commercial Code; or
- The granting or sale of shares to employees to reward them for contributing to the Company's growth and implementation of any employee savings plan under the terms and conditions provided by law and particularly under Articles L. 3332-1 et seq. of the French Labour Code; or
- The allocation of free shares in accordance with the provisions of Articles L. 22-10-59 et seq. of the French Commercial Code; or
- The delivery of shares upon the exercise of rights attached to securities giving access to the share capital through reimbursement, conversion, exchange, presentation of a coupon or in any other manner; or
- The cancellation of all or part of the shares thus bought back, subject to the adoption of the resolution to allow the cancellation of securities by the Combined Extraordinary and Ordinary General Meeting of Shareholders of 7 May 2024 and in the terms indicated therein; or
- The delivery of shares in respect of an exchange, payment, or otherwise in connection with external growth transactions, mergers, spin-offs or contribution transactions, under applicable law and regulations; or
- The making of a secondary market for or provision of liquidity to the JCDecaux SE share by an investment services provider as part of a liquidity contract in accordance with the practices permitted by the regulations in force; or
- This authority would also allow the Company to conduct transactions for any other authorised purpose or transactions that may come to be authorised by applicable law or regulations. In such case, the Company would advise the shareholders by means of a press release.

Duration of the programme: 18 months from the General Meeting of Shareholders of 14 May 2025, that is, until 14 November 2026.