

JCDecaux retains Melbourne's iconic Yarra Trams advertising network Secures an up to 14-year advertising contract with major digital expansion plans

Out of Home Media

Angola
Australia
Austria
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Jordan
Kazakhstan
Kuwait
Latvia
Lesotho
Lithuania
Luxembourg
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, March 5th, 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has been re-appointed as the exclusive advertising partner for Melbourne's Yarra Trams network – the world's largest operational tram system – following a competitive tender process.

The new agreement, for a term of up to 14 years, retains the integrated concession across both the tram fleet and the tram shelter network, ensuring advertisers can plan integrated, city-wide campaigns across the full network. Under the renewed contract, JCDecaux will deliver a significant expansion of digital assets across Melbourne, including new Central Business District (CBD) locations and rollout into key suburban corridors.

Currently ranked the most liveable city in Australia and fourth globally in the Global Liveability Index 2025, Melbourne continues to demonstrate strong population growth with 5.4 million people in Greater Melbourne, economic contribution and cultural vibrancy. Melbourne's tram network connects the CBD with major cultural, retail, education and sporting precincts, including Melbourne Park and Albert Park, home to the Australian Open and the Formula 1 Australian Grand Prix.

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said today in Melbourne at the start of the Formula 1 Grand Prix: *"Retaining the integrated Yarra Trams contract reflects the strength of our partnership with Melbourne's tram operator. Yarra Trams is central to Melbourne's identity and provides one of the most powerful Out-of-Home platforms in Australia. With global events such as the Formula 1 and the Australian Open placing Melbourne as the sporting capital of the world, the city provides brands with a uniquely powerful environment and access to world-class audiences at scale."*

Key Figures for JCDecaux

- 2024 revenue: €3,935.3m – H1 2025 revenue: €1,868.3m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,091,811 advertising panels worldwide
- Present in 3,894 cities with more than 10,000 inhabitants
- 12,026 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes
- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A), MSCI (AAA), Sustainalytics (11.9), and has achieved Gold Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (629,737 advertising panels)
- N°1 worldwide in transport advertising with 157 airports and 257 contracts in metros, buses, trains and tramways (340,848 advertising panels)
- N°1 in Europe for billboards (83,472 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (736,310 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (178,010 advertising panels)
- N°1 in outdoor advertising in Latin America (89,526 advertising panels)

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyser - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A European Company with an Executive Board and Supervisory Board

Registered capital of 3,264,372,84 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

- N°1 in outdoor advertising in Africa (22,490 advertising panels)
- N°2 in outdoor advertising in the Middle East (20,689 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).

Join us on [X](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

Communications Department: Clémentine Prat
+33 (0) 1 30 79 79 10 – clementine.prat@jcdecaux.com

Investor Relations: Rémi Grisard
+33 (0) 1 30 79 79 93 – remi.grisard@jcdecaux.com