

B. SHARE BUYBACK PROGRAM

On November 19th, 2025, JCDecaux SE and Kepler Cheuvreux signed a share purchase agreement to acquire up to 1.5 million shares of JCDecaux SE, representing approximately 0.70% of the company's share capital, over a maximum period from November 20th, 2025 to May 13rd, 2026, the date of the next Annual General Meeting. The main purpose of the shares acquired under this mandate is to cover the distribution of performance shares under existing or future plans.

Under this purchase mandate with Kepler Cheuvreux, JCDecaux SE acquired 110,366 shares in 2025 at an average purchase price of €14.80, for a total amount of €1.6 million.

OBJECTIVES OF OPERATIONS	NUMBER OF TREASURY SHARES HELD AS OF DECEMBER 31 ST , 2024	OPERATIONS IN 2025	NUMBER OF SHARES INVOLVED	WEIGHTED AVERAGE GROSS PRICE (IN EUROS)	NUMBER OF TREASURY SHARES HELD AS OF DECEMBER 31 ST , 2025	SHARE OF CAPITAL
Liquidity contract	161.069	Purchases	3.693.267	15.29 €	104.818	0.049%
	-	Sales	3.749.518	15.35 €		
Outside the liquidity contract	-	Share buyback on 08/14/25	873.491	14.75 €	873.491	0.408%
	-	Share buyback program starting on 11/19/25	110.366	14.80 €	110.366	0.051%
TOTAL	161.069				1.088.675	0.508%

6.5.4. 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 May 13rd 2026. This authority would replace the authority granted by the General Meeting of Shareholders held on 14th May 2025.

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 May 13rd 2026, i.e., for indicative purposes, 21,412,886 shares on December 31st 2025;
- 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

The objective of this programme is to authorise the Executive Board to purchase, or arrange the purchase of, shares in the company. This is particularly intended to:

- "the implementation of any stock option plan by the Company in accordance with the provisions of Articles L. 225-177 et seq. of the French Commercial Code or any similar plan; and/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; and/or
- the free allocation of shares under the provisions of Articles L. 225-197-1 et seq. of the French Commercial Code; and/or
- in general, to fulfil obligations relating to stock option programmes or other stock allocations to employees or corporate officers of the issuer or an associated company; and/or
- the delivery of shares upon the exercise of rights attached to securities providing access to capital through redemption, conversion, exchange or presentation of a warrant, or by any other means; and/or
- the cancellation of all or part of the repurchased securities, under the conditions set out in Article L. 22-10-62, paragraph 4, of the French Commercial Code, is subject to authorisation by this Meeting at the eighteenth extraordinary general meeting; and/or
- the retention and subsequent transfer of shares (whether as consideration, payment or otherwise) in connection with external growth transactions, mergers, demergers or contributions; and/or
- the secondary market activity or liquidity of JCDecaux SE shares by an investment services provider under a liquidity contract in accordance with accepted regulatory practice; and/or
- the implementation of any market practice that is currently accepted or may be accepted by market authorities in the future."

Duration of the programme: 18 months