

JCDecaux marks 10 years of Nurture at London Stock Exchange after supporting 500+ UK growth businesses

Paris, 15 September 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux Nurture, its programme dedicated to supporting startups and scale-ups, has marked its 10th anniversary with an official Market Close ceremony at the London Stock Exchange, that brought together founders, CEOs, investors and partners from across the UK's scale-up ecosystem. Jean-François Decaux, Co-Chief Executive Officer of JCDecaux rang the market closing bell on 15 September.

Launched in the UK in 2016, JCDecaux Nurture was created to help ambitious young businesses build their brands through Out-of-Home (OOH), combining access to media with the guidance, expertise and support needed to make it work effectively. Over the past decade, Nurture has supported more than 500 high-growth businesses in the UK, delivering more than 2,000 campaigns and generating over 30 billion audience impressions. Sixteen businesses that participated in the programme have gone on to achieve unicorn status.

What began in London has also grown internationally, with Nurture now operating across 13 markets worldwide. JCDecaux Nurture has worked with more than 1,000 start-ups and SMEs, delivering nearly 3,000 campaigns and generating 50 billion impressions. The programme leverages JCDecaux's premium, data-driven and increasingly digital OOH networks, enabling entrepreneurs to build brand awareness, credibility and trust in the real world, complementing their online and mobile growth strategies.

The celebration event at the London Stock Exchange reflected JCDecaux's own entrepreneurial heritage. The company began in 1964 with founder Jean-Claude Decaux's pioneering idea to provide and maintain bus shelters funded through advertising. From its origins in France, JCDecaux has since grown to become the world's largest OOH media company, present in 78 countries. Today, JCDecaux combines innovation, responsible business practices and partnerships with cities, transport authorities and private landlords to create service-oriented, tech-driven, aesthetic and sustainable advertising solutions. Supporting entrepreneurs through Nurture is a natural extension of this entrepreneurial DNA.

As Nurture enters its second decade, the programme will continue to support the next generation of high-growth businesses as they build awareness, credibility and growth through Out-of-Home. Building on its 10-year success, JCDecaux Nurture aims to expand its reach to more sectors and geographies, with a particular focus on innovative businesses that contribute positively to society and the environment.

Dame Julia Hoggett, CEO, LSE plc, and Head of Digital and Securities Markets, LSEG, said: *"The UK continues to be home to an exceptional community of entrepreneurs building innovative businesses and creating long-term economic value. At the London Stock Exchange, we are committed to supporting these companies throughout their growth journey by helping them access the capital, expertise and networks they need to scale. That commitment was reflected in our partnership with JCDecaux, which showcases UK companies' achievements through a national advertising campaign and helps raise the visibility of the entrepreneurs helping to shape the future of the UK economy."*

Jean-François Decaux, Co-Chief Executive Officer of JCDecaux, said: *"JCDecaux was an entrepreneurial business just like many of the companies we are celebrating today – a great idea that started in Lyon in 1964 and scaled to the world. Supporting the next generation of businesses is incredibly important to us, and it is why we started Nurture ten years ago. We are proud of the role the programme has played in supporting ambitious founders and look forward to the next ten years."*

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United States
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Zambia
Zimbabwe

Key Figures for JCDecaux

- 2025 revenue: €3,967.1m – H1 2026 revenue: €1,953.9m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in 78 countries
- 1,105,906 advertising panels worldwide
- Present in 3,895 cities with more than 10,000 inhabitants
- 11,894 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-List), MSCI (AAA), Sustainalytics (11.1), and has achieved Gold Medal status from EcoVadis
- Member of the UN Global Compact since 2015 and of the RE100 since 2019
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (636,625 advertising panels)
- N°1 worldwide in transport advertising with 154 airports and 257 contracts in metros, buses, trains and tramways (374,718 advertising panels)
- N°1 in Europe for billboards (94,562 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (740,067 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (168,815 advertising panels)
- N°1 in outdoor advertising in Latin America (103,865 advertising panels)
- N°1 in outdoor advertising in Africa (31,364 advertising panels)
- N°2 in outdoor advertising in the Middle East (20,852 advertising panels)

For more information about JCDecaux, please visit jcdecaux.com.

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