

## JCDecaux France acquires Abri Services Media, street furniture specialist in France's Grand-Ouest region

### Out of Home Media

Angola  
Australia  
Austria  
Azerbaijan  
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  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, December 15<sup>th</sup>, 2020 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the acquisition of Abri Services Media by its subsidiary, JCDecaux France. Abri Services Media is a French street furniture player operating under the Abri Services brand in France's Grand-Ouest region (Brittany, Pays de la Loire and Nouvelle-Aquitaine).

Abri Services Media, founded in 1969, is a family-owned company with 76 employees. It was taken over by Yvon Suillaud in 2004 and currently operates more than 2,600 bus shelters and 2,100 City Information Panels (CIPs) in France's Grand-Ouest region. Beyond manufacturing street furniture, Abri Services also markets and leases non-advertising street furniture displays, including bus shelters, electronic message boards, bike shelters, and free and micro-sign billboards.

JCDecaux and its Street Furniture business has established a foothold across regions by leveraging a network that meets local needs of cities, brands and citizens in France. This merger integrates a regional street furniture player into JCDecaux's portfolio, with premium assets and values of excellence to serve cities and advertisers, similar to those that have always driven JCDecaux's teams.

Conversely, during post-lockdown, street furniture demonstrated its robust business model by quickly reconnecting brands and consumers as soon as audiences returned to the streets. Cities increasingly need innovative and sustainable products to address the expansion in their transport networks, coupled with their expectations for contextualised advertising to citizens in real time. The need to keep citizens informed is ever more pressing since the Covid-19 epidemic, and multiple community health messages have been successfully communicated through street furniture.

**Yvon Suillaud, CEO of Abri Services Media**, said: *"At the end of a competitive process organised by CIC Conseil, our Board of Directors has decided jointly to embark upon this project with JCDecaux on the basis of the values that we share, such as passion for our business and the sense of achievement that comes with a job well done. The choice to unite our expertise and join forces on this new adventure was clear. We hope to bring a part of ourselves to this Group, our closeness to our stakeholders, which we have solidly built alongside our deep ties to the region, with the support of advertisers and local authorities."*

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, said: *"Abri Services shares many of the same values as JCDecaux, as well as concrete expertise in delivering local community services. "The family-owned business was founded in the 1960s, at the same time as our Group. Since then, Abri Services has developed an established high-performing portfolio in the Grand-Ouest, one of the most demographically and economically dynamic regions in France. Together, we will provide even better solutions to meet the service needs of cities and citizens, and particularly regional and local advertisers, who now more than ever are seeking out sustainable, effective and impactful local communication."*

### Key Figures for JCDecaux

- 2019 revenue: €3,890m, H1 2020 revenue: €1,075m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 employees

JCDecaux SA

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

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

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

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,245,684.82 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

# JCDecaux

- *Leader in self-service bike rental scheme: pioneer in eco-friendly mobility*
- *1<sup>st</sup> Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)*
- *JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes*
- *JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings*
- *1,061,630 advertising panels worldwide*
- *N°1 worldwide in street furniture (517,800 advertising panels)*
- *N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)*
- *N°1 in Europe for billboards (136,750 advertising panels)*
- *N°1 in outdoor advertising in Europe (636,620 advertising panels)*
- *N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)*
- *N°1 in outdoor advertising in Latin America (69,490 advertising panels)*
- *N°1 in outdoor advertising in Africa (22,760 advertising panels)*
- *N°1 in outdoor advertising in the Middle East (15,510 advertising panels)*

For more information about JCDecaux, please visit [jcdecaux.com](http://jcdecaux.com).  
Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

**Communications Department:** Agathe Albertini  
+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.com](mailto:agathe.albertini@jcdecaux.com)

**Investor Relations:** Arnaud Courtial  
+33 (0) 1 30 79 79 93 – [arnaud.courtial@jcdecaux.com](mailto:arnaud.courtial@jcdecaux.com)