

Methodological note on internal materiality

JCDecaux conducted and published its first materiality analysis in 2013. The results obtained were used to develop the Sustainable Development Strategy deployed in 2014. In order to take into account changes in our activities (presence in new countries, increase in the share of digital in our activities,...), the expectations of our stakeholders, and to feed the Group's Sustainable Development Strategy to 2030, this analysis was updated in 2018 and then in 2020. The results of the analysis carried out in 2018 confirmed the validity of our Sustainable Development Strategy at the time and provided food for thought on how to improve it. The survey conducted in 2020, in the post-Covid-19 period, enabled us to confirm the work we had begun to enrich our strategic roadmap for 2030.

Why is materiality a strategic exercise ?

For JCDecaux, the materiality analysis is a tool that allows us to develop and update the Group's Sustainable Development Strategy. It allows us to identify and evaluate the business, environmental, social and societal issues related to sustainable development in order to rank each one according to a double criterion: the importance of the issue for the company, and the importance of this same issue for its stakeholders.

What does “material issue” mean ?

The term refers to issues related to Sustainable Development that are relevant to the company because they may constitute a risk or an opportunity for economic performance and/or reflect the expectations of internal and external stakeholders.

How are our material issues identified ?

For each of the 3 studies conducted, we proceeded in two steps:

1) Identification and definition of sustainability issues for our company

In order to establish the list of issues, we conducted an in-depth review of reference sources. This included the Global Reporting Initiative (GRI) standards, those of the Sustainability Accounting Standards Board (SASB), the main questionnaires of the extra-financial rating agencies (CDP, MSCI, FTSE4Good), as well as the issues prioritized by our direct and indirect competitors, and the issues highlighted by our media monitoring. 37 issues grouped into 4 families of issues (Business, Operations, Social, Licence to operate) were thus identified during our last materiality analysis in 2020.

2) Evaluation and prioritization of issues

The issues identified were prioritized via an online questionnaire sent to the company's top management: members of JCDecaux's Executive Board, Corporate Functional Directors, Regional Directors, Country Directors and members of their local Comexes - a total of 113 respondents in 2020, representing all the geographies where JCDecaux is present. The 37 issues assessed have enabled us to develop a very precise and comprehensive matrix to guide our work to enrich the Strategy. These issues were then grouped together (37 issues grouped into 18 "umbrella" issues) to make our matrix easier to read externally.

The evaluation criteria are :

- (a) the impact of the issue on JCDecaux's economic performance (horizontal axis)
- (b) the importance of the issue for our key stakeholders (vertical axis)

Each issue is assessed on a scale of 0 (no impact or expectation) to 5 (very significant impact or expectation).

The analysis was conducted internally only. Because of their functions and expertise, respondents are considered to be able to translate the issues and their importance for the stakeholders they deal with on a daily basis.

Which stakeholders are considered in the materiality analysis ?

The main stakeholder families represented are public and private mandators, advertising clients, employees, suppliers and partners, the financial community, citizens and users, associations, NGOs and opinion leaders.

Our 2020 materiality matrix



Legend

- Issue included in the « Towards more sustainable living spaces » ambition
- Issue included in the « Towards an optimised environmental footprint » ambition
- Issue included in the « Towards a responsible business environment » ambition
- Issue addressed in the Group's Global Strategy

The vast majority of our material issues have been included in our 2030 ESG Strategy, all of which are considered very important for our economic performance and our stakeholders. Only three issues do not appear explicitly in this roadmap. These issues are part of our DNA and are addressed in our business model or through our daily actions. It did not make sense for us to include them in our Sustainability Roadmap, as they are elements of our Group Strategy.

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