



PARIS
INCUBATEURS

JCDecaux

Paris Incubateurs and JCDecaux launch the Services Urbains Connectés business incubator to develop smart urban services

Paris, 24 June 2013 – Paris Région Innovation Lab (Paris Incubateurs) and JCDecaux announce the launch of the Services Urbains Connectés business incubator, which will host start-up firms Aerys, Park24 and TellMePlus.

These three innovative start-ups were chosen in March by a selection committee comprised of representatives of JCDecaux, Paris Incubateurs, the City of Paris, Oséo Ile-de-France (an organisation providing funding to small businesses) and an external legal expert. An application process was opened in December 2012 to find companies that would benefit from the exceptional environment provided by a business incubator that combines the expertise of the world leader in outdoor advertising and the skills and networks of Paris Incubateurs.

Aerys designs universal smart connected solutions for the internet of things. It develops and distributes innovative real-time technology and applications for the internet and mobile platforms.

Park24 develops smart parking solutions and is the leader in its field. It designs and builds cutting-edge technology to provide its clients with tailor-made turnkey solutions.

TellMePlus produces applications that offer customised local shopping deals. It is a mobile/web based platform that promotes targeted localised deals based on non-intrusive predictive profiling. TellMePlus provides advertisers with an innovative, effective and customised communication solution.

The three start-ups will be hosted by the Services Urbains Connectés incubator at the Paris Incubateurs Masséna offices in the 13th *arrondissement* of Paris.

Jean-François Galloüin, Chief Executive Officer of Paris Incubateurs, said: *"We are pleased to be launching our new incubator and to be welcoming the first three start-ups. Aerys, Park24 and TellMePlus have an excellent opportunity to draw on our advice, assistance and networks to maximise their chances of success and create value and jobs."*

Albert Asséraf, Executive Vice-President, strategy, research and marketing at JCDecaux, said: *"We are proud to be announcing the launch of the Services Urbains Connectés business incubator with our partner Paris Incubateurs, which complements JCDecaux's dynamic innovation strategy. We are pleased to be part of the move towards greater cooperation between international groups and innovative start-ups to develop new solutions for cities, brands and consumers."*

JCDecaux Group, key figures

- 2012 revenues: €2,623m; Q1 2013 revenues: €565.7m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and over 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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