

JCDecaux wins the advertising concession for the Helsinki City Transport

Out of Home Media

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Paris, 26 février 2015 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a tender process, it has won an exclusive 7-year contract for the installation and operation of advertising solutions for the Helsinki City Transport.

From 1 July 2015, JCDecaux will participate in the commercial transformation of the Helsinki City Transport through the installation of innovative and effective advertising solutions. JCDecaux aims to make the very popular Helsinki rail-based public transport system one of the major communication platforms for advertisers, across all media platforms in Finland. The concession will upgrade the Helsinki outdoor landscape, as cutting edge digital and traditional advertising displays are introduced across the entire metro and tram system.

The new Länsimetro (west-metro) – line, opening in august 2016, will further accelerate the growth of the public transportation in the Finnish capital. It will increase significantly the number of passengers using metro and tram, as the western parts of the metropolitan area will be connected to the rail system for the first time.

JCDecaux has held the Helsinki City Transport concession for the past 6 year period, during which revenues have increased more than 50%, growing the Helsinki City Transport advertising to become among the three biggest advertising concessions in Finland. With the new Länsimetro and the new digital advertising opportunities, the Helsinki City Transport concession has the potential to become the largest advertising concession in Finland.

Yrjö Judström, Administrative Director at Helsinki City Transport, said: *"We are pleased to continue our partnership with JCDecaux. The income from this contract plays an important role in financing the Helsinki public transport. Well executed advertising adds value to public transport when well designed and maintained advertising panels enhance the passenger experience. We look forward to the opportunity to further improve our on-line passenger information through the continued partnership with JCDecaux."*

Jean-François Decaux, Co-CEO of JCDecaux, said: *"We are pleased to continue our strong collaboration with the Helsinki City Transport Authority to further develop innovative outdoor advertising solutions. This 7-year exclusive contract combining Metro and Trams gives us a unique platform to deploy a digital advertising network which will enhance brand communication for both national and local advertisers. With only 4% market share in the Media Market in Finland, Outdoor Advertising needs this kind of investment to grow its share which is still below the European average."*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,413,859.37 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (480,400 advertising panels)
- N°1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- N°1 in Europe for billboards (191,000 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- N°1 in outdoor advertising in Latin America (35,000 advertising panels)
- N°1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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