

# JCDecaux

## JCDecaux renews the "non-station" contract with SNCF Réseau for eight years

### Out of Home Media

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**Paris, 24 March, 2016 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has renewed with SNCF Réseau, following a competitive tender, the occupancy agreement relating to "non-station" advertising space for a period of eight years.

From 1 April 2016, JCDecaux, which has held the previous agreement since 2008, will operate "non-station" assets, which represent 4,500 locations including rolling 8m<sup>2</sup> billboards and 12m<sup>2</sup> billboards. 80% of these spaces are located across 54 urban centres of more than 100,000 inhabitants.

**Benoît Quignon, CEO of SNCF Immobilier**, said: *"SNCF Immobilier, which led this consultation on behalf of SNCF Réseau, welcomes the implementation of this new partnership. This competitive tender was fiercely contested. The rollout plan and innovation proposed by JCDecaux will ensure the high-quality enhancement of our railway assets."*

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *"We are pleased that SNCF Réseau has renewed its confidence in us to showcase its assets. While guaranteeing a high level of quality for each advertising space on the railway network in terms of installation, security, upkeep, maintenance and posting, our teams will implement an ambitious rollout plan aimed at continuing the modernisation of the displays and developing new innovative offers. This revamp of the SNCF Réseau stock, which had already been brought into conformity in 2015 with Grenelle 2 provisions and new local advertising regulations, is part of the implementation of regulatory changes. The optimisation of strategic assets will contribute to the quality, emergence and impact of JCDecaux's urban networks throughout the country, in favour of SNCF Réseau, and of local and national advertisers."*

### Key Figures for JCDecaux

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (51,470 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

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A public limited corporation with an Executive Board and Supervisory Board

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