

## JCDecaux renews its contract for 2,000 advertising bus shelters in the city of Paris for 15 years

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Azerbaijan  
Belgium  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
India  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, 17 December 2013** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced that, following a competitive tender and Paris City Council's vote today, its 100%-owned subsidiary, SOPACT, has been awarded a 15-year contract for advertising bus shelters in the city of Paris (2,243,800 residents).

JCDecaux will replace the entire network of 1,920 bus shelters (which includes 189 non-advertising shelters) with 2,000 bus shelters specially designed by Marc Aurel. The new shelters will have a streamlined silhouette, with a glazed roof inspired by the shapes of the islands in the river Seine and by the leaves on the trees that line the city streets. New seating and innovative modular signs and maps are also planned.

The modular bus shelters will offer the public a range of new services, from local area maps to signs for pedestrians, real-time bus information that can be seen from outside the shelter, universal USB ports, a new "stop requested" function for passengers to signal to buses that they want to get on, backlit information at night (including the names of lines, stops, maps, etc.) and, for the visually-impaired, tactile labels that indicate the lines that stop at the shelter as well as voice announcement systems. Around one hundred bus shelters will also be fitted with 32-inch digital touch screens providing localised information and services.

In line with its policy of sustainable development, the new offer devised by JCDecaux will enable energy savings of 34.9%, exceeding the 30% imposed by the French Climate Plan. One hundred bus shelters will also be fitted with solar panels.

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *"We are delighted that the city of Paris has chosen JCDecaux once again. This symbolic contract marks the reinvention of the bus shelter in our urban environment. As one of the most widespread forms of street furniture in the city both in size and number, there was a major challenge to define a new public space and find the perfect balance between classic and contemporary which is befitting of Paris' unique, elegant architecture."*

*"By offering more comfort and innovative services to customers whilst consuming less energy, our ambition is to continue making Paris a cutting-edge reference in terms of advertising street furniture and related services. We are proud to have put forward a French design of the highest quality in which all of our teams combined to find an effective and creative answer, using original technical solutions, to meet the changes in today's urban environment."*

*"50 years after the introduction of the concept of advertising bus shelters by Jean-Claude Decaux, this programme seeks to become the global reference in this field."*

JCDecaux SA  
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777  
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 3,387,241.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## Key Figures for the Group

- 2012 revenues €2,623m; Revenues for the first nine months of 2013: €1,895.1m
- 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 more than 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

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

**Investor Relations:** Nicolas Buron  
+33 (0) 1 30 79 79 93 – [nicolas.buron@jcdecaux.fr](mailto:nicolas.buron@jcdecaux.fr)