

JCDecaux launches its new corporate website

Out of Home Media

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Honduras
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Namibia
Nicaragua
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Swaziland
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia

Paris, 13 February 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, is pleased to unveil its new corporate website today. The fully revamped site features a new design and is available in English and French at www.jcdecaux.com.

Created as a global communication platform providing access to the world of JCDecaux, the website features:

- A new and unique editorial approach with enriched content that highlights outdoor advertising media and all of the services and innovations offered to cities, airports and transport companies. In the new version, articles, blog posts, testimonials and overviews will offer an exciting, informative and practical way to discover the company, its business model, its expertise and its areas of business, as well as its latest endeavours and innovative projects.
- A more intuitive user experience aligned with the JCDecaux brand experience due to a refined design, which enables an immersive visual identity with large images and full-screen videos. The website adapts to user behaviour, with a responsive web design for tablet and smartphone users.

Website improvements are not limited to the corporate website, each country's website will be upgraded based on the corporate model, with local adaptations, to strengthen the Group's coherence internationally. The first subsidiary website to be launched using this model is the Netherlands site (www.jcdecaux.nl), while the websites for the UK, Portugal, Germany, Hungary, Lithuania, North America and France are currently in development.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said:

"We are delighted to unveil our new corporate website today. As a genuine showcase for our Group, it offers visitors the ability to discover—or rediscover—our history, our strategy and our lines of business, and to understand why outdoor advertising is one of the most dynamic media platforms in the market and why JCDecaux is number one worldwide. We are pleased to unite all of our over 75 countries around this ambitious project, offering them the ability to retain their local differences while guaranteeing strong consistency for our brand throughout the world.

I'd like to express my heartfelt thanks to all the teams working on this global project, who have developed a website that reflects the expertise and excellence of JCDecaux—a website that is intuitive, dynamic and comprehensive, serving cities, airports, transport companies, advertisers, investors, journalists and the public at large."

JCDecaux SA
United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000
Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,240 270.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key figures for JCDecaux

- 2016 revenue: €3,392.8 billion
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indices
- No. 1 worldwide in street furniture (524,580 advertising panels)
- No. 1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- No. 1 in Europe for billboards (177,760 advertising panels)
- No. 1 in outdoor advertising in Europe (731,390 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (236,760 advertising panels)
- No. 1 in outdoor advertising in Latin America (62,860 advertising panels)
- No. 1 in outdoor advertising in Africa (32,840 advertising panels)
- No. 1 in outdoor advertising in the Middle East (16,280 advertising panels)
- No. 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

Communications Department: Agathe Albertini

+33 (0)1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

+33 (0)1 30 79 79 93 – arnaud.courtial@jcdecaux.com