

## JCDecaux renews Hong Kong Tramways exclusive Tram Body Advertising Concession

### 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  
Ecuador  
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  
Zimbabwe

**Paris, 8 June 2017** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its wholly owned subsidiary, JCDecaux Cityscape, the number one street furniture advertising company in Hong Kong, has been awarded a five-year contract for 'Full Body and Interior Tram' advertising by Hong Kong Tramways Limited. Effective since 1<sup>st</sup> May 2017, JCDecaux Cityscape is the exclusive advertising agent for the entire fleet of 160 Tramcars in Hong Kong (population: 7.3 million).

**Emmanuel Vivant, Managing Director of Hong Kong Tramways**, said: *"We are excited to expand our decade long partnership with JCDecaux. Given their continuous hard work and dedication, we are confident that they will continue growing the Tram Body Advertising business while providing creative and innovative ideas."*

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *"We are extremely honoured and grateful to pursue our partnership with Hong Kong Tramways for another five years. We have been passionate since the inception of this unique medium and extremely dedicated to raise it to an iconic positioning in the local OOH landscape. For us, it is not only another advertising solution, but also a piece of Hong Kong history and legacy which has been part of the streetscape for over a century. With the support and trust of our partners, the creativity of the brands and the passion of our team, we will continue to innovate and amaze both the Hong Kongers and the tourists to embrace the future with charisma."*

### Key figures for JCDecaux

- 2016 revenue: €3,393m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- N°1 worldwide for self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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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