

JCDecaux renews and extends its street furniture and large-format advertising offer in Lisbon

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Paris, June 27th, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its subsidiary JCDecaux Portugal has won the 2 lots of the competitive tender for the installation and advertising operation of street furniture and large-format digital panels in the city of Lisbon (505,000 inhabitants), via a combined offer, for a 15-year term.

This contract provides the design, installation, maintenance and advertising operation of

- 2,000 bus shelters
- 900 2m2 MUPI panels including 250 digital panels
- 125 large-format digital display systems
- 75 universal access automated public toilets
- 20 2m2 MUPI panels and 5 large-format systems, all digital, dedicated exclusively to municipal information.

This tender decision, ratified by Lisbon City Council on 14 June, demonstrates the quality of the JCDecaux offer and its ability to comply in every way with the goals set by the City, i.e. the improvement in services offered to public, quality of life and accessibility in the city, reduction in the number of existing advertising locations, standardisation of formats as well as the use of the most advanced digital technologies. JCDecaux will bring all its experience and resources, both local and at Group level, to complete this particularly ambitious project successfully.

The new visual identity of Lisbon's street furniture was designed by JCDecaux Portugal in response to the city's request to enhance public spaces. Innovative technologies will be used to develop interactivity with residents and visitors, and the communication, in real time, of municipal, cultural information as well as sport event.

Thanks to the consolidation and rationalisation of the different contracts, but also JCDecaux's significant digital investments, the municipality will also benefit from a significant increase in the fee received under this project.

Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel, said: *"We are particularly pleased with the renewal and extension of this partnership with the city of Lisbon which started over 40 years ago in 1971. Our ambitious, innovative and tailor made proposal was designed to comply in every way with the precise requirements of the specifications both in terms of design and the quality of the furniture. We mobilised our 206 employees in Portugal as well as our international teams in order to deliver this very ambitious project driven by the city. Outdoor advertising has a market share of 13% in Portugal - higher than the world average – and is a dynamic and vibrant country in which there is still little OOH digitisation of our media. This large scale project, which consolidates the contracts and notably digitises our street furniture, will put our advertising offer on the same level as other iconic cities such as London or New York."*

Key Figures for JCDecaux

- 2017 revenue: €3,493m*
- 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 (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 218 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental schemes: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees

* Restated from the retrospective application of IFRS 15, applicable from January 1st, 2018

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