

MCDecaux awarded 20-year Tokyo advertising bus shelter contract by Odakyu Bus Corporation

Paris, 4 September 2018 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Japanese subsidiary, MCDecaux (85% owned by JCDecaux and 15% by Mitsubishi Corporation) has been awarded a 20-year Tokyo advertising bus shelter contract by Odakyu Bus Corporation.

The contract covers the design, installation, maintenance and operation of advertising bus shelters in Tokyo (population: 13.5 million). It will notably enable MCDecaux to expand its advertising network in Tokyo's central districts, including Shinjuku and Shibuya. Well-designed street furniture will enhance the urban landscape and improve services for citizens, bus passengers, as well as tourists, especially during the 2019 Rugby World Cup and the 2020 Olympic and Paralympic Games.

MCDecaux now holds exclusive contracts with all 12-main public and private bus operators in Tokyo. With 410 advertising bus shelters managed to date in the Capital City and a target of 1,000, MCDecaux will further consolidate its position as market leader for advertising street furniture in Japan, the third-largest advertising market in the world. Advertisers will be offered an unrivalled presence, with more than 2,000 2m² advertising panels in Tokyo, on top of the almost 4,300 faces already available in 41 cities across Japan, including all the top 20.

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"Following the recent awards of the bus shelter contracts by the Tokyo Metropolitan Government, Fuji Express and Tokyu Bus Corporation, we are extremely happy that Odakyu Bus Corporation has chosen MCDecaux to manage their bus shelter advertising. This last main bus shelter contract in Tokyo will enable us to expand our service offering for the people of Tokyo and strengthen MCDecaux's network in Japan, providing further opportunities for advertisers and their agencies to communicate their brand message through premium locations and wider coverage. We are very pleased that the biggest Japanese cities and transport companies have placed their trust in JCDecaux, for the maximum benefit of citizens, advertisers and their brands."*

Key Figures for JCDecaux

- 2017 revenue: €3,493m*, H1 2018 revenue: €1,643m
- 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 215 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 scheme: 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

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,243,470.83 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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JCDecaux

- 13,040 employees

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

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