

Out of Home Media

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Finland
France
Gabon
Germany
Guatemala
Hungary
Honduras
Iceland
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
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
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

JCDecaux wins Unibail-Rodamco-Westfield contract for the two largest UK shopping malls

Paris, October 8th, 2018 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has won the contract for the in centre advertising at Westfield London and Westfield Stratford City, the premium retail, shopping and leisure destinations in London – ranked number one and two for mall retail spend in the UK. The contract follows a competitive tender and is for a term of 8.5 years.

JCDecaux will take over the contract in November and will manage internal advertising opportunities across the two malls, comprising 180 screens in a 100% digital environment.

With the addition of Westfield London and Westfield Stratford City, JCDecaux's portfolio will now cover all 25 of London's top retail zones (source CACI). Westfield London and Westfield Stratford City deliver 52 million digital weekly viewed impressions (source: Route 27).

Paul Buttigieg, Director of Commercial Partnerships, Shopping Centre Management, Unibail-Rodamco-Westfield, said: "JCDecaux's expertise in selling the London and international luxury audience means they are ideally placed to share our vision for the Westfield London and Westfield Stratford City advertising portfolio. JCDecaux brings the scale, digital expertise and data insight to understand our audience and to develop our offer further. This partnership with JCDecaux will give advertisers a new opportunity to reach influential and affluent audiences at multiple touchpoints in London and will benefit Westfield shoppers with relevant and engaging advertising content on the screens."

Jean-François Decaux, Co-Chief Executive Officer of JCDecaux, said: "We are delighted to be working in partnership with Unibail-Rodamco-Westfield, the premier global developer and operator of flagship shopping destinations to develop advertising opportunities in their market-leading malls. This win cements JCDecaux's position as the number one in mall advertising in the UK and the leading provider of digital screens in all the major retail areas of London. Westfield centres offer a premium proposition with premium retailers and a premium audience and the new digital screens will make it a powerful proposition for 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 index
- 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)

JCDecaux SA
United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000
Head Office: 17, rue Soyer - 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 3,243,470.83 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

- *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*
- *13,040 employees*

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

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