

## Out of Home Media

Algeria  
Angola  
Argentina  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
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Costa Rica  
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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  
New Zealand  
Nicaragua  
Nigeria  
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  
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Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

## JCDecaux wins exclusive bus and tram shelter advertising contract in Berlin

**Paris, November 14<sup>th</sup>, 2018 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its German subsidiary Wall GmbH has won both contracts put out for tender by the Berlin Transport Authority (BVG). The first contract includes the exclusive advertising rights for 6,200 2m<sup>2</sup> advertising panels on over 4,600 bus and tram shelters in the German capital. The second contract covers the cleaning and maintenance of the shelters. Both six-year contracts, including a three-year extension option for the BVG, will begin on January 1<sup>st</sup>, 2019 and end on December 31<sup>st</sup>, 2024.

Following the new contracts, Wall GmbH successfully continues its 34-year partnership with the BVG. In 1984, Wall GmbH installed the first 1,000 of its bus shelters in what was then West-Berlin after winning a tender put out by the BVG. After the fall of the Berlin Wall, the company extended its network of bus and tram shelters to the eastern part of the city. In 2007, Wall GmbH acquired the BVG advertising subsidiary VVR-Berek, which was bought by JCDecaux in 2006.

This year, Wall GmbH has already successfully retained two existing long-term contracts in Berlin in EU-wide tenders:

- In January 2018, Wall GmbH signed an exclusive 15-year advertising contract with the city of Berlin, including more than 1,000 backlit and digital advertising panels of different sizes on public land and property;
- Furthermore, in June the company was awarded a 15-year contract to supply and operate up to 370 public toilets in the German capital.

**Dr Daniel Hofer, CEO for Germany, Austria, Central and Eastern Europe and Central Asia, and member of the Executive Board of JCDecaux**, said: *“After successfully renewing two important contracts with the city of Berlin earlier this year, we have once again confirmed the quality of our outdoor advertising solutions and services by winning both contracts put out for tender by the Berlin Transport Authority. Being a partner of the city of Berlin for more than 30 years, we are very pleased that, following a competitive tender process, the BVG has decided to continue our successful collaboration. The new advertising concession paves the way to strategically expand our existing digital portfolio in the German capital.”*

### 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)
- 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 1<sup>st</sup>, 2018

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