

Out of Home Media

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Peru
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JCDecaux wins a new 11 year contract with Rotterdam for analogue and digital advertising street furniture

Paris, January 15th, 2019 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Dutch subsidiary, JCDecaux Netherlands, has been awarded a new 11 year (8+3) exclusive contract for all analogue and digital advertising street furniture in Rotterdam, following a competitive tender.

This new contract includes 242 2m² analogue and digital panels, 52 of which have the possibility to display full-motion advertising, as well as a maximum of 78 6,5m² panels. It does not include the bus/tram advertising shelters which JCDecaux operates under the RET contract awarded in May 2017.

Jean-Francois Decaux, Co-CEO of JCDecaux, said: *“We are very pleased to continue to be Rotterdam’s exclusive partner for all advertising street furniture. This new contract will pave the way for increasing the digitisation of our prime advertising street furniture network in the important Randstad area which covers Amsterdam, Rotterdam and The Hague. It will also provide full motion advertising which we successfully launched in Amsterdam in 2015 enabling both advertisers and the City to use the full creative potential of our HD 86” screens.”*

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^o1 worldwide in street furniture (543,050 advertising panels)
- N^o1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N^o1 in Europe for billboards (141,630 advertising panels)
- N^o1 in outdoor advertising in Europe (672,220 advertising panels)
- N^o1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N^o1 in outdoor advertising in Latin America (77,190 advertising panels)
- N^o1 in outdoor advertising in Africa (26,770 advertising panels)
- N^o1 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 1st, 2018

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