

## JCDecaux and JOJ Media House sign an agreement to merge their OOH activities in Slovakia

### Out of Home media

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Eswatini  
Finland  
France  
Gabon  
Germany  
Guatemala  
Honduras  
Hungary  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Paraguay  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
South Korea  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, December 14<sup>th</sup>, 2023 – JCDecaux SE** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, which began its OOH activities in Slovakia in 1990, announces that on December 14<sup>th</sup> it signed an agreement regarding the merger of its activity in Slovakia with Akzent Bigboard, the outdoor advertising subsidiary of JOJ Media House Group, the leading Media Group in Slovakia. The completion of the transaction is subject to standard regulatory conditions. Under this agreement, the newly formed joint-venture will be owned at 60% by ATSBG Holding GmbH, a JCDecaux subsidiary, and at 40% by JOJ Media House.

This merger will be a real growth driver for outdoor advertising in Slovakia, which currently represents around 5.5% of the total advertising market, lower than the market share global average, but continually increasing. The combined expertise of JCDecaux and Akzent Bigboard will open up new opportunities for advertisers including in digital outdoor advertising within a highly fragmented advertising market.

### Key Figures for JCDecaux

- 2022 revenue: €3,317m<sup>(a)</sup> – 9M 2023 revenue: €2,440m<sup>(a)</sup>
- N°1 Out-of-Home Media company worldwide
- A daily audience of more than 850 million people in more than 80 countries
- 1,040,132 advertising panels worldwide
- Present in 3,573 cities with more than 10,000 inhabitants
- 11,200 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.4/5), CDP (A-), MSCI (AA) and has achieved Platinum Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (604,536 advertising panels)
- N°1 worldwide in transport advertising with 153 airports and 205 contracts in metros, buses, trains and tramways (333,620 advertising panels)
- N°1 in Europe for billboards (101,976 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (654,957 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (170,973 advertising panels)
- N°1 in outdoor advertising in Latin America (129,305 advertising panels)
- N°1 in outdoor advertising in Africa (24,198 advertising panels)
- N°1 in outdoor advertising in the Middle East (19,371 advertising panels)

(a) Adjusted revenue

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).  
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**Communications Department:** Albert Asséraf  
+33 (0) 1 30 79 79 10 – [albert.asseraf@jcdecaux.com](mailto:albert.asseraf@jcdecaux.com)

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](https://www.jcdecaux.com)

**JCDecaux**

**Investor Relations:** Rémi Grisard  
+33 (0) 1 30 79 79 93 – [remi.grisard@jcdecaux.com](mailto:remi.grisard@jcdecaux.com)