

JCDecaux OneWorld opens an office in Milan and appoints Benedetta Arlati as International Client Manager for Italy

Out of Home Media

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Paris, 28 November 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the opening of a new JCDecaux OneWorld office in Milan, covering international clients based in Italy. It is the latest addition to the JCDecaux OneWorld network of offices in London, Paris, New York, Shanghai, San Francisco and Munich.

JCDecaux OneWorld provides international sales and marketing support for advertisers and their agencies in more than 75 countries where the Group operates.

Benedetta Arlati is managing the launch and development of the Milan office and is appointed International Client Manager for Italy from 28 November 2017. She will continue to perform her role of Creative & Live Solutions Manager within IGPDecaux (the Italian subsidiary 60% owned by JCDecaux and 40% owned by the Chène de Vère family) and will report to Xavier Dupré, Managing Director of JCDecaux OneWorld. She will also continue to report to Flavio Biondi, who sits on the Board of Directors of IGPDecaux.

Benedetta Arlati is a graduate of the Milan Catholic University of the Sacred Heart. She joined IGPDecaux in 2000 as Head of Communications. Between 2015 and 2016, she was Demand Generation and Communications Manager, and in January 2017 was appointed Creative and Live Solutions Manager.

Xavier Dupré, Managing Director of JCDecaux OneWorld, said: *"After the opening of our Munich office in early September, the opening of the Milan office is a further step in JCDecaux OneWorld's development and will serve as a base to respond to the needs of international Italian clients, many of which are leaders in the fashion, agri-food and automotive sectors. Benedetta Arlati will further build on the Group's relationships with international clients based in Italy and will develop our client portfolio. These companies will benefit from the global visibility offered through the JCDecaux premium Out-of-Home portfolio worldwide."*

Key Figures for JCDecaux

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- 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 (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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