

## JCDecaux wins exclusive self-service electric bike contract for the city of Luxembourg

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**Paris, 1 February 2018** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and leader in self-service bike rental scheme, today announced that following a competitive tender, its subsidiary JCDecaux Luxembourg has been awarded the self-service electric bike contract for Luxembourg. The contract is for a 10-year term in the capital city of the Grand Duchy of Luxembourg (116,000 inhabitants, 180,000 cross-border workers; 60% of the country's 590,000 inhabitants go to the capital at least once a week).

Over the course of 2018, JCDecaux, which already operates the current self-service bike rental scheme Veloh', will replace the 800 bikes located at 80 stations with electric bikes, a move that is perfectly in tune with the city's aim to promote multi-mode mobility.

The electric bikes have an on-board battery that will be recharged at the station, and will represent great freedom for every user.

This new innovative service will be financed by subscriptions and by the city authorities, which will maintain subscriptions at the very affordable rate of €18, versus €15 at present.

In line with the global strategy of JCDecaux and in keeping with the Group's values of quality and technological innovation, JCDecaux Luxembourg will make its expertise available to the city authorities in order to enhance the e-Veloh' user experience, due to new interfaces and optimised access methods that have been redesigned in accordance with the latest technological innovations.

In addition to the self-service bike rental system in place since 2008, JCDecaux, the number one outdoor advertising company in Luxembourg, has been present in the city of Luxembourg's bus shelters since 1986, and has been the advertising concession holder at Luxembourg Airport since 2014. In 2018 JCDecaux will install, manage and operate the advertising displays in the Grand Duchy's railway stations.

**Lydie Polfer, Mayor of the City of Luxembourg**, said: *"The city of Luxembourg will be one of the first European cities offering its citizens and visitors a network of self-service bike with 100% electric bikes. Given the topographical features of the capital, this innovative system will not only extend the network of stations to other areas such as Pulvermühle or Cents, but also significantly increase the comfort for all users of this means of transport fast and ecological".*

**Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, and CEO Africa and Israel**, said: *"We are delighted to have won this competitive tender with the capital city of the Grand Duchy of Luxembourg, and we would like to thank them for trusting us once again. It represents real recognition of the expertise of JCDecaux and its ability to offer innovative and high-quality solutions, particularly in the area of eco-friendly mobility. This electric bike system will give the city of Luxembourg, an attractive business and tourist destination, a new and efficient service that will symbolise the forward-thinking for which it already has an international reputation. With this innovative choice, the city will provide the perfect solution for the multi-mode mobility needs of its citizens and numerous visitors".*

## **Key Figures for JCDecaux**

- 2017 revenue: €3,472m
- 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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