

## JCDecaux puts start-ups at the heart of its offer at Viva Technology 2018

**Paris, May 24<sup>th</sup>, 2018** – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, focuses on dialogue and immersion in the Open Innovation ecosystem at the third Viva Technology show.

On Thursday, May 24<sup>th</sup>, JCDecaux awarded startup Nextérité, a collaborative platform providing real-time information on transit conditions, as winner of its “Open Data for new urban services” challenge, launched on March 6<sup>th</sup>. Five finalists had the opportunity to pitch their solutions on stage at VivaTech before the jury of data and smart-city experts chose Nextérité for the inventiveness of its solution and the ambition of its team to transform cities into more connected spaces.

VivaTech is also an opportunity for JCDecaux to unveil its new Nurture programme to the 8,000 startups attending. Nurture officially launched in France on May 15<sup>th</sup>. It targets fast-growing startups and offers urban communication solutions to help turn these innovative concepts into powerful and recognised brands.

Final stage to the dialogue that has flourished between JCDecaux and the VivaTech ecosystem since its creation three years ago, there will be a Job Dating day on Saturday, May 26<sup>th</sup> involving the group's HR and IT experts.

**Albert Asséraf, Executive Vice-President, Strategy, Data and User Innovation at JCDecaux France**, said: *“This year, JCDecaux’s presence at VivaTech is anchored more deeply than ever in a dynamic of openness and exchange with the startup world. We are convinced that collaboration between corporates and young ambitious firms is a powerful way to accelerate innovative projects. This is why we are delighted once again to be part of Viva Technology, the global Open Innovation fair that is becoming an unmissable event.”*

### About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 4,033 cities with over 10,000 inhabitants. For more than 50 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

Viva Technology, May 24-26, 2018 in Paris (Parc des Expositions)

VivaTech is a global event dedicated to the digital world, innovation and the startup ecosystem. It brings together professionals (startups, companies, investors) and anyone fascinated by the world of technology.

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