

JCDecaux wins the renewal of its exclusive advertising contracts for Hong Kong MTR*

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

Paris, May 30, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that JCDecaux Pearl & Dean, a 100% subsidiary of JCDecaux (hereinafter called “JCDecaux Transport”) has won the renewal of its exclusive advertising contracts with MTR Corporation for the operation and management of outdoor advertising across seven MTR lines** and the Airport Express. These renewed contracts are effective since January 2018 for up to 6 years.

JCDecaux Transport, the number one out-of-home media company in Hong Kong*** and 3 consecutive years award winner of the “Market Leadership Award” from the Institute of Marketing, has held the MTR advertising contract for over 35 years. These seven lines reach 85% of the Hong Kong population of over 7 million in a month**** and dominate transport advertising in Hong Kong. This win not only maintains JCDecaux Transport’s portfolio in Hong Kong, but also its market leader position in metro advertising in China. MTR advertising in Hong Kong is widely recognized as the world’s leading metro advertising medium in terms of innovation, professionalism and service quality.

For the new contract, JCDecaux Transport plans to introduce together with MTR Corporation new advertising formats and progressively implement a digital transformation strategy. This includes deployment of additional digital displays, an automated media planning system and contextually relevant ad contents to maximize impact and create engagement with passengers, which will reinforce MTR advertising as a leader in metro advertising around the world.

Jeny Yeung, Commercial Director, MTR Corporation, said: *“We are pleased to extend our commercial partnership with JCDecaux Transport. This partnership reflects our confidence in the company’s expertise and ability to drive further innovation through our advertising business. With the continued commitment of JCDecaux Transport, we look forward to our next succeeding cooperation, collaborating to enhance the passenger experience and strengthen MTR advertising by employing more digitalized and innovative technologies.”*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *“JCDecaux is honored to be chosen again as the exclusive advertising operator of MTR’s urban network and the Airport Express. These contracts illustrate our longstanding dedication and commitment to MTR Corporation and we are devoted to further harnessing the digital opportunity and using available technology to enable advertisers to make intelligent, audience planning ad buys across the network, which will surely take the passenger experience to the next level.”*

* Mass Transit Railway ** means the Lines: Tsuen Wan, Island, South Island, Kwun Tong, Tung Chung, Tseung Kwan O and Disneyland Resort. *** JCDecaux Transport holds the largest market share among Outdoor media in Hong Kong according to admanGo. **** source: Nielsen Media Index (Jan-Dec 2015).

Key Figures for JCDecaux

- 2017 revenue: €3,493m*
- 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 (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 218 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 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

Communications Department: Agathe Albertini

+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.com