

## Out of Home Media

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

## JCDecaux, chosen by SOTRA, the Abidjan Transport Company, for an advertising bus shelter program, begins operations in Ivory Coast

**Paris, July 23<sup>rd</sup>, 2018** – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that JCDecaux Côte d'Ivoire, joint venture jointly owned with Bolloré Group has signed a 20-year contract with SOTRA, the Abidjan Transport Company ("*Société des Transports Abidjanais*"), for the implementation of a street furniture advertising program (bus shelters and signposts) as well as advertising operations for SOTRA's different transport networks (buses, train stations, bus terminals, and water buses) in the Abidjan district (nearly 5 million inhabitants).

Under its service modernisation policy (renewal of fleet in circulation, investments in its infrastructure, etc.), SOTRA wants to provide its users with quality services by furnishing, particularly, lighted, modern street furniture, while at the same time featuring advertising in public transport.

This agreement covers the design, installation, operation and maintenance of:

- 300 advertising bus shelters;
- 300 signposts across SOTRA's operating network, 200 of which will be produced locally, in partnership with SOTRA Industries.

It also covers advertising operations on:

- 500 buses (nearly 2,000 buses by 2020);
- 12 bus stations and four water bus stations.

Founded in 1960, SOTRA manages urban transit for Abidjan and its municipalities via its bus and water bus lines.

SOTRA's proficiency and local knowledge, combined with the expertise of JCDecaux, high-quality, visually-appealing advertising street furniture will be rolled out to help improve the quality of life in Abidjan. Seamlessly blending into the cityscape, this street furniture will also provide choice locations and optimal visibility for advertisers and their brands.

On the strength of a compound annual GDP growth rate of nearly 8% since 2012, Ivory Coast is seen as a regional economic power in West Africa (35% of WAEMU GDP<sup>1</sup>). This positive momentum, paired with an ambitious investment policy, is behind the positive diversification of the Ivorian economy for the advertising sector, with investments exceeding \$100 million in 2016<sup>2</sup>.

Through its innovative solutions at the centre of everyday mobility, JCDecaux intends to be part of the growth and modernisation of the outdoor advertising sector in Ivory Coast.

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West African Economic and Monetary Union  
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A public limited corporation with an Executive Board and Supervisory Board  
Registered capital of 3,243,470.83 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

**Meité Bouaké, Chief Executive Officer of SOTRA**, said: *"The partnership between JCDecaux and SOTRA is part of the process of modernising our services and continuously aiming for customer satisfaction. Thanks to the quality of the equipment installed and the recognised expertise of our partner, we're going to improve the comfort and safety of millions of people using our transit system every day - at no cost to SOTRA or its users."*

**Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel**, said: *"We are honoured by this partnership with SOTRA, which is giving us a place in the economic capital of Ivory Coast."*

*With a population of nearly 5 million, Abidjan is the largest city in French-speaking West Africa, and the economic hub of that region. This partnership is motivated by the remarkable economic growth that Ivory Coast is experiencing. Our advertising bus shelters, which will provide useful services to the community and its residents, as well as a totally innovative advertising offer based on quality and effectiveness for advertisers and their brands, will be a part of the beautification of the urban landscape, at no cost to taxpayers. They will help not only to create qualified local jobs, but also to modernise public services."*

#### **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 1<sup>st</sup>, 2018

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