

## 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 awarded 10-year advertising contract for Tianjin Metro Lines 5 and 6

**Paris, September 12, 2018** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, recently announced that its wholly-owned subsidiary JCDecaux Advertising (Shanghai) Co., Ltd., following a competitive tender, has signed the 10-year advertising contract with Tianjin Metro Resource Investment Co., Ltd., the subsidiary of Tianjin Rail Transit Group. The two parties will establish a joint venture (60% owned by JCDecaux and 40% by the Metro) for the operation and management of advertising on Lines 5 and 6 in Tianjin Metro.

This contract covers the existing media including all lightboxes and feature ads, along with new media formats to be developed in the future. The 10-year contract took effect 1 July, 2018.

Tianjin is one of the four municipalities under direct administration of the central government and also the largest coastal city in Northern China. The city has a total population of nearly 15.6 million and its GDP has reached approximately 1.86 trillion Yuan (around 234 billion euros), ranking sixth in the country.

Tianjin Rail Transit consists currently of 5 metro lines including Line 1, 2, 3, 6, and 9, with a total operation distance of 197 km and daily passenger traffic exceeding 1 million; while line 5 will open later this year. JCDecaux has operated metro media in Tianjin since 2006, with exclusive operating rights to more than 2,500 advertising panels in 22 stations of Tianjin Metro Line 1.

With over 10 years in a successful partnership, Tianjin Metro Resource Investment Co., Ltd. has gained a further understanding of JCDecaux's international standards and comprehensive operational capabilities, based on which the new contract was signed. The professional solutions and innovative concepts provided by JCDecaux will help Tianjin achieve their development goals of building an "advanced and first class" rail transit system in China. Tianjin Metro will also seize this opportunity to create a modernised and comprehensive transportation system in Tianjin, contribute to the construction of beautiful Tianjin, and promote the safe, rapid and sustainable development of Tianjin Rail Transit.

While China became the Group's largest market in 2017, JCDecaux operates in the main Chinese metros, including Beijing, Chongqing, Guangzhou, Hong Kong, Nanjing, Shanghai, Suzhou and Tianjin, with a total daily audience of more than 37 million passengers.

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, said: *"The signing of the new contract reflects Tianjin Metro's recognition on JCDecaux's operational capability, which also indicates that the two parties have entered the next phase of collaboration in metro advertising business. It is a great honour to further extend our collaboration with Tianjin Metro Resource Investment Co., Ltd. over the next 10 years. We will maintain good communication and introduce more innovative concepts, advanced technologies, high-quality media formats and professional market operation services to Tianjin Metro, in order to create a premium media platform, optimize media options for clients and enrich travel experience for passengers."*

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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

## **Key Figures for JCDecaux**

- 2017 revenue: €3,493m\*, H1 2018 revenue: €1,643m
- 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 215 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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