

## Out of Home Media

Algeria  
Angola  
Argentina  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
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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 unveils The Kensington A unique, sculptural digital canvas by Zaha Hadid Design

### Launch clients are Audi and Coty

**Paris, 25 September 2018** – JCDecaux has commissioned the globally renowned Zaha Hadid Design to create a landmark advertising structure in London that integrates public art, contemporary design and digital media. Unveiled today, The Kensington provides brands with a unique communications' channel in the capital that combines the latest in digital screen technology with a spectacular, curved double-ribbon stainless steel design. The launch clients are Audi and Coty.

JCDecaux invited Zaha Hadid Design to redefine the design language of billboards – creating a new platform for brand messaging to a global, design-conscious audience in London.

The first billboard by Zaha Hadid Design, The Kensington is a curvilinear ribbon of matt steel, framing a curved digital screen, located on West Cromwell Road - the key route linking central London and Heathrow Airport.

**Melodie Leung, Senior Associate at Zaha Hadid Design** said, *“This has been a unique collaboration with JCDecaux to develop new possibilities for media platforms; transforming the billboard into public art. Both a civic gesture and a promotional medium, the intertwined, looped ribbon design expresses the dynamism of pedestrian and vehicle traffic movements that intersect at this important London junction. The stainless steel ribbon twists as it encircles the screen, defining a varying silhouette when seen from different viewpoints. It will be fascinating to see how brands respond to this sculptural digital canvas.”*

**Jean-François Decaux, Co-Chief Executive Officer of JCDecaux** said *“We’re delighted to have Audi and Coty as our first brand partners, using this powerful new platform as part of their launch strategy for the Audi Q8 and CK Women. Design is at the heart of JCDecaux’s DNA, and we are proud to have worked in partnership with Zaha Hadid Design to bring this exceptional vision for a contemporary advertising structure to London. This project underlines how JCDecaux works with the world’s leading designers to transform cityscapes for the benefit of the public and advertising clients. We would like to pay tribute to Zaha Hadid’s commitment to design excellence and to her team for bringing our joint vision to fruition and to thank our launch partners for their commitment to this unique new advertising structure.”*

The Kensington’s high resolution 8mm pixel pitch screen (26 x 6 metres) will provide high visibility and maximum quality of display for brands, framed by the (30 x 9 metres) steel structure.

Set in an area that has been landscaped to enhance the local environment with the planting of trees and greenery, The Kensington features integrated lighting that enhances visibility for pedestrians.”

## **Zaha Hadid Architects**

Working with clients that have global reputations for excellence, Zaha Hadid Architects (ZHA) is developing transformational projects across six continents. Based in London for 40 years, the studio has redefined architecture for the 21st century with a repertoire of projects that have captured imaginations across the globe.

ZHA works at all scales and in all sectors, creating transformative, cultural, corporate, residential and other spaces that work in synchronicity with their surroundings. 950 projects, 44 countries, 400 staff, 55 nations.

## **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 index
- 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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