

Out of Home Media

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Denmark
Ecuador
El Salvador
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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
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The Netherlands
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Ukraine
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JCDecaux wins the Janus de la Cité award for Vélo'v, the new self-service bike rental scheme in Lyon

Paris, September 27th, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and the pioneer in self-service bike rentals, announced that its new self-service bike rental scheme in Lyon, the Vélo'v, has been awarded the “Janus de la Cité 2018” prize by the French Design Institute.

For 65 years, the French Design Institute has promoted companies of all sizes for offering the best products and services. The Janus awards recognise the achievements of companies that combine talent, design and economic success. The “Janus de la Cité” prize rewards those whose work helps to improve the living environment of city dwellers and users. In accordance with the evaluation process, the new Vélo'v service meets all the assessment criteria in terms of economy, aesthetics, ergonomics, ethics and emotion.

After the contract win in November 2017, following a call for tender launched by the Métropole of Lyon, JCDecaux gave the second-generation Vélo'v service a complete refurbishment, reworking its design, components and functionality. The new colour scheme, in grey and red, was devised by JCDecaux teams with artistic direction from Franco-Argentinian designer Marcelo Joulia (creator of branding for the Olympique Lyonnais stadium). The bike's new look conveys a desire for lighter weight, mobility and ease of use. Made of aluminium and weighing 2.3kg less, the bike's curves have been reworked to reduce weight and enhance visual aspects while preserving solidity, thanks to the addition of a puncture-proof back wheel and a non-slip device. The bikes are also equipped with a rear lamp to visually mark out the required safe distance. In addition, a range of technical innovations and updated services ensure a brand new user experience, with a new smartphone application, the “Vélo'v officiel” and revamped website ensuring much greater ease of use. The Vélo'v is being fully assembled in the Rhône-Alpes region.

Marcelo Joulia, Designer of the new Vélo'v, said: *“I am truly proud to be contributing to the drive for greater urban mobility, thanks to exceptional projects such as the Vélo'v. Working with JCDecaux, which is one of the most innovative and pioneering companies in the field of urban living, and one of the pillars of French design, is a real privilege.”*

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux said: *“JCDecaux has been helping cities evolve for more than 50 years now and we are very proud to have won the “Janus de la Cité” award for 2018. We are deeply attached to the city of Lyon, which has always taken a pioneering approach to shared services. The city launched the first ever major self-service bike rental scheme in France with the Vélo'v, which had already won the “Janus de la Cité” prize for 2006. I dedicate this latest award, which testifies to JCDecaux's expertise in design, creativity and services, to the Métropole of Lyon, to service users, and to our teams, which continuously strive to ensure that cities and city dwellers are provided with an ever-growing range of aesthetic, lasting solutions.”*

JCDecaux SA
United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000
Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

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 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 1st, 2018

Communications Department: Agathe Albertini

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

Investor Relations: Arnaud Courtial

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