

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 to electrify a third of Villo! bikes, the self-service bike rental scheme for the Brussels-Capital Region in Belgium, equipping them with portable batteries

Paris, October 11th, 2018 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide and global leader in self-service bike rental schemes, announces that its subsidiary, JCDecaux Belgium, has signed an agreement with the Brussels Government to electrify a third of its 5,000 Villo! bikes, and to offer a revamped and easier-to-use service to the users of the self-service bike rental scheme serving the 19 districts of the Brussels-Capital Region (population: 1,200,000).

These innovations will be 100% financed by JCDecaux with the digitisation of one third of the advertising street furniture units included in the Villo! contract across the 19 districts of Brussels. These digital displays will also allow the districts and region to broadcast public information in real time and advertisers to deliver contextualised and geo-located communications.

Villo! has been a great success since it launched in 2009. It currently has 114,000 users, a fleet of 5,000 bikes and 360 docking stations. Under this latest agreement, JCDecaux will replace 1,800 of the current Villo! bikes with electric bikes by spring 2019. The new fleet will use portable batteries via a USB-C connection, and have a range between charges of 8-10 kilometres.

This innovative service, a perfect fit with the region's policy of promoting multimode mobility, will be made even more accessible by a complete overhaul of JCDecaux's bike management platform. In 2019, users will have a new and simpler smartphone app to make Villo! bikes easier to use.

Pascal Smet, Mobility Minister for the Brussels-Capital Region, said: *"10 years on from the start of bicycle sharing in Brussels, I am delighted to announce this much-anticipated modernisation. There will soon be no excuse not to take a Villo! from Flagey to the Gerموir "S" station or from Wiels to the National Forest. The hills of the cityscape have previously discouraged many Brussels citizens from getting on a bike but the electric Villo! will help end this obstacle and encourage cycling in the city."*

Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel, said: *"We are delighted to have signed this agreement with Brussels-Capital Region, a testament to the confidence that the Brussels Government has in our expertise and drive to innovate. It is a real endorsement of our ability to offer high-quality and innovative solutions, which will make a pivotal contribution to eco-mobility in the region by introducing a technology that makes it easier to move around Brussels' hilly topography with no interruption to the service."*

We recently won the contract to provide electric self-service bike rental scheme in Luxembourg. We are therefore proud to continue the European roll-out of our electric bike solutions, a service that is both efficient and emblematic of sustainable modernity."

JCDecaux SA

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 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 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

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