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Abu Dhabi Department of Urban Planning and Municipalities signs agreement with leading global city provider JCDecaux to develop new pioneering solutions

Paris, October 15th, 2018 – JCDecaux, the number one outdoor advertising company worldwide, announces that H.E. Falah Al Ahbabi, Chairman of the Abu Dhabi Department of Urban Planning and Municipalities (DPM) signed a strategic Memorandum of Understanding (MoU) with Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, in the presence of the French Ambassador to the UAE, H.E. Mr. Ludovic Pouille.

The collaboration between DPM and JCDecaux focuses on Research and Development for the delivery of urban services that contribute towards a sustainable urban environment in Abu Dhabi to enhance the quality of life of citizens and residents alike.

The MoU establishes a framework for DPM and JCDecaux to work closely together to enhance the urban landscape in Abu Dhabi applying innovative technology to design smart and sustainable street furniture that meets the needs of an ever-more connected and mobile population, while creating a strong visual identity for the city that reinforces its cultural value and heritage.

Mr. Ludovic Pouille, French Ambassador to the UAE, said: *“Disruptive technologies are changing the way we live in cities. French companies in the UAE, such as JCDecaux, with their numerous innovative solutions, are ready for the task. JCDecaux has been leading this transformation over the years, and has the expertise and know-how required to participate in the evolution of Abu Dhabi’s urban landscape. This agreement strengthens the strategic partnerships between France and Abu Dhabi firmly focused on the future by supporting Abu Dhabi’s ambition to become the leader in sustainable and smart living.”*

The signing of the MoU echoes the recent announcement by UN-Habitat of Abu Dhabi hosting of the 10th edition of the World Urban Forum in February, the first edition of the WUF to be held in the Arab region. WUF operates as an open-ended think tank for the future of cities, providing a platform for multi-stakeholder dialogue, collaboration, and public-private collaboration.

H.E. Falah Al Ahbabi, Chairman of the Abu Dhabi Department of Urban Planning and Municipalities (DPM), said: *“WUF 2020 in Abu Dhabi will reframe the global conversation around urban sustainability, by integrating urban development with the technologies of the 4th Industrial Revolution. It’s all about agile urban governance that anticipates the future needs of the citizens and adapts to meet expectations and stay at their service. In that respect, our collaboration with a global leader in the provision of urban services like JCDecaux will provide Abu Dhabi with opportunities to develop pioneering solutions that meet the challenges ahead of its urban development.”*

The agreement also feeds into the Emirate’s effort to foster innovation by supporting and developing collaboration with the private sector and civil society in the scope of Public-Private-People Partnerships in line with the Government’s vision for continuing to develop a sustainable and diversified economy.

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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

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *“We are very proud of this strategic partnership with the Abu Dhabi Department of Urban Planning and Municipalities, whose values of excellence, innovation and creativity are the same than JCDecaux. We look forward to sharing our global expertise of city provider to imagine together with DPM the urban services of tomorrow that will answer the needs of city dwellers, and further strengthen the city as a global innovation hub encouraging entrepreneurship and a vibrant metropolis, for the greatest benefit of the city and residents.”*

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

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About the DPM

The Department of Urban Planning and Municipalities (DPM) was established by Law No. 5 of 2018 and is the entity responsible for supporting the growth and urban development of Abu Dhabi Emirate. The expert authority guides, regulates and monitors urban development activities, improves municipal work to provide comprehensive services and creates higher living standards for residents through the supervision and management of the municipalities and municipal councils.

The DPM ensures the use of best practices in all aspects of its business, and provides advice on urban development and municipal services, in line with the highest international standards. One of the DPM's top priorities is to fulfil the vision of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates and Ruler of Abu Dhabi, which draws on the vision of our UAE Founding Father, the late Sheikh Zayed bin Sultan Al Nahyan.

Abu Dhabi will host the 10th World Urban Forum (WUF10) in 2020. This will mark the first time when an Arab country will host the landmark conference. In close collaboration with UN-Habitat and the Ministry of Foreign Affairs and International Cooperation (MOFAIC), the DPM will organize the conference at Abu Dhabi National Exhibition Centre (ADNEC).