

## JCDecaux renews and extends the advertising street furniture contract in Bilbao for 15 years

### Out of Home Media

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**Paris, February 20<sup>th</sup>, 2019** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a competitive tender, its Spanish subsidiary has won the 15-year analogue and digital advertising street furniture contract for the city of Bilbao (population: 346,332).

The contract, which was previously split, covers the installation, cleaning and maintenance of:

- 254 advertising bus shelters, including 32 digital screens;
- 44 advertising smart clocks;
- 54 CIPs (City Information Panels), including 10 digital screens.

The new innovative bus shelters were designed by Lord Norman Foster and will integrate a number of services: information about the city's transport and cultural activities, USB charging ports, announcements for the visually impaired, Wi-Fi, environmental sensors measuring the temperature and air quality, etc.

The digital screens will be strategically located on the city's main streets, providing brands with unique communication platforms and increasing the impact and reach of their campaigns. They will complement the 84 digital screens JCDecaux already manages in Bilbao's metro stations. They will also allow the city to communicate with its residents and visitors in real time.

JCDecaux is already present in northern Spain in Vitoria-Gasteiz, San Sebastián and across Cantabria, and this new contract will strengthen its position in the region. With this new contract, The Group will operate the country's biggest digital network and extend its presence in street furniture to over 100 towns and provincial capitals.

Bilbao is the capital of the province of Biscay, the region's administrative and economic centre and a reference in Northern Spain. It is a lively and friendly city with a vibrant cultural scene and it attracts many tourists, in particular thanks to the Guggenheim Museum. The city is transforming, based upon the development of a sustainable urban mobility policy that places it among the most advanced cities.

**Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel**, said: *"We are delighted that Bilbao, where we have operated since the mid-1990s, has chosen to renew and extend its confidence in JCDecaux's expertise for its advertising street furniture. Its decision to choose our high quality design, installation and maintenance solutions is consistent with the city's image and its determination to deploy technology that improves the quality of life of its inhabitants. Bilbao has also integrated the digital transformation of outdoor advertising which is now playing a major role in city life, providing an effective means of communication between cities and their citizens as well as between brands and their consumers. As the number one outdoor advertising company in Spain and worldwide, we actively strive to deploy the most innovative technologies and creative new concepts to the benefit of cities, citizens, advertisers and brands."*

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Registered capital of 3,244,275.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **Key Figures for JCDecaux**

- 2018 revenue: €3,619m
- 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

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