

Record results for new mobility services rolled out by JCDecaux in Lyon and Nantes

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Paris, 23rd April 2019 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide and leader in self-service bike rental schemes, today announces thriving enthusiasm and record results for its new mobility services rolled out in Lyon and Nantes in 2018.

Vélo'v in Lyon: ambitious and trailblazing, JCDecaux's urban mobility service is all the rage

The Lyon contract was secured in 2005 and renewed for a further 15 years in 2017, in recognition of JCDecaux's longstanding business model of advertising revenue financing city amenities. During the night-time hours of 17/18 July 2018, JCDecaux successfully installed 4,000 new Vélo'v in the Lyon metropolitan area in just seven hours – without any service interruption. A logistical, technical and human feat that has delivered record results for the service in the past few months. At 77,500 annual subscribers (up 12% in six months), the number of long-term users continues to climb and is now equivalent to 12% of the Lyon/Villeurbanne population. Rentals soared 18% in the period from 1 January to 31 March this year, versus the same quarter in 2018. Vélo'v even beat its own record achieved in H2 2018, with more than 4.5 million rentals in six months. Performance in 2018 was outstanding, with 8.5 million rentals.

bicloo in Nantes: integrated mobility solutions firmly anchored in daily life

Yet another industrial and logistics challenge met by JCDecaux's teams in 2018: the new biclooPlus was installed in the night of 21/22 August, before the launch of the new integrated bicloo system in early September. JCDecaux won the contract at the end of 2017 for biclooPlus (self-service bikes), monbicloo (medium- or long-term bike rentals) and biclooPark (a designated bike parking area). The very first scheme in France to offer an integrated range, JCDecaux has recorded a stand-out performance: 15,535 long-term biclooPlus subscribers to date (up 59% from 2018) and a sizeable increase in the number of rentals to a cumulative 298,860 since January (21% increase vs. 2018). With 1,000 bicycles for rent until March 1st, of which 75% electric assistance, monbicloo counted 866 subscriptions, of which 91% of annual offers and 85% of electric bikes. Since March 1st, 1,500 bicycles are available for rent. Offering 2,411 spaces, biclooPark has seen a rapid rise of interest in secure parking in public places and in underground bike parking areas. Subscriptions rose to 1,412 (up 103% from March 2018, when JCDecaux took over operations) and 952 (a 47% increase from September 2018, when JCDecaux took over marketing and sales) respectively.

JCDecaux expertise for an enhanced user experience

A pioneer of self-service bike rental schemes, with more than 678 million journeys since 2003, JCDecaux is now part of the urban landscape in 57 cities across 13 countries. Building on this unique international experience, the Group's teams are busy imagining what self-service bike rental schemes might look like in the future and what new mobility services could be added to enhance that experience, from preparing for journeys to more personalised services.

The innovative mobile apps developed by JCDecaux are a resounding success (68% of Vélo'v and 63% of biclooPlus uses are from the app).

The Group also fitted the bikes in Lyon and Nantes with electronic locking devices in response to demand from users for a quick stop-off feature.

In Nantes, JCDecaux's bicloo offering is service-focused with two physical access points: La maison bicloo and La bicloo mobile. Located in the centre of Nantes, at Carré Feydeau, La maison bicloo, which is always full (more than 4,000 people have used it since the launch), offers information and advice on the service to users. They can take out a subscription, test bikes, have their monbicloo bike serviced or find out more about the network of cycling groups and organisations in Nantes. La bicloo mobile, which has already clocked up more than 1,100 km and organised 70 visits across 22

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areas, travels around the metropolitan area to introduce residents to bicloo services, offering the opportunity to subscribe – and even delivers bicycles for medium- or long-term rental.

Finally, JCDecaux recently teamed up with Geovelo, a pioneer in GPS for bikes, to promote and simplify cycling on a daily basis by guiding cyclists in Lyon and Nantes towards three types of routes: safe (on cycle paths), discovery and efficient.

<u>Vélo'v key figures</u>	<u>biclooPlus key figures</u>
- 4,000 bikes (1,000 more to be added by 2020)	- 1,230 bikes in 123 stations
- 77,500 annual subscribers	- 15,535 long-term subscribers
- 4.5 million bike rentals in H2 2018	- 298,860 rentals since January 2019
- Every bike is used between 6 and 10 times a day	- Every bike is rented between 1 and 5 times a day
- Up to 40,000 rentals a day	- 99% actual availability rate at bike stations
- 95% actual availability rate at bike stations	- 1.2 million trips a year on average
- 8.5 million trips a year on average	

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *“We are very proud of the success of our self-service bike rental schemes in Lyon and Nantes. These results confirm the steadily growing enthusiasm for this green and user-friendly sharing solution. Thanks to our teams, who work tirelessly to maintain and optimise all our schemes, Vélo'v, biclooPlus and their associated services (monbicloo and biclooPark) results have risen consistently since we revamped the schemes, despite a dense competitive environment and the arrival of new players offering free-floating self-service bikes and scooters – and the failure of many of them. JCDecaux has reinvented how we use bikes in cities through a focus on service, schemes carefully tailored to users’ needs and a range of contract options. We have made sustainability the priority, transforming self-service bikes into a plus for cities as they offer additional modes of transport and help meet local authority environmental and sustainability targets. These positive results reaffirm the value of our virtuous model for public finances and users, while consolidating our position as the leader in self-service bike rental schemes in France and worldwide. We are energised by this performance and ready to take an even more creative approach to revolutionise sustainable mobility in the months and years ahead.”*

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 (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 277 contracts in metros, buses, trains and tramways (366,000 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (648,570 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees

For more information about JCDecaux, please visit jcdecaux.com. Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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