

JCDecaux is deploying 4G small cells into its bus shelters in Amsterdam

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Paris, 24 June 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has announced its first ever use of 200 4G small cells in its bus shelters in Amsterdam, in a trial collaboration with Vodafone Netherlands. These low-voltage relay transmitters, with a capacity of up to several hundred metres, will help to enrich the network coverage and capacity offered to Vodafone Netherlands' customers by developing consistent performance zones in a very dense urban environment.

After the introduction of numerous solutions in France and internationally, the Group is advancing its research and development strategy in the area of mobile connected urban services and has teamed up with telecom expert Sanjiv Ahuja for small cells initiatives.

A city's ability to deploy a high quality network has become essential to its appeal and competitiveness. More than ever, local authorities, businesses, citizens and consumers need fast and instant access without interruption to new digital products and services. Street furniture equipment offers municipalities and mobile carriers a unique connectivity solution combining both a high and homogeneous density of sites in city centre as well as design and aesthetic hosting capacities.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"As a reference partner to local authorities over the last 50 years, this new solution developed in collaboration with Vodafone Netherlands underlines JCDecaux's commitment to designing and structuring services for the city of the future. We have always worked to create more open, accessible and aesthetic cities. We firmly believe that the roll-out of a very high-level infrastructure is a prerequisite to the advent of the Smart City. It will pave the way for new products and services that are useful to all and which create value, growth and employment. As a city, Amsterdam has always pushed the boundaries of innovation. JCDecaux is delighted to work with the City of Amsterdam on this pioneering initiative, benefiting the public and tourists in the capital."*

Key Figures for the Group

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,000 employees

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747