

JCDecaux increases its stake in MCDecaux in Japan

Out of Home Media

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India
Ireland
Israel
Italy
Japan
Kazakhstan
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Lithuania
Luxembourg
Mexico
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Oman
Panama
Poland
Portugal
Qatar
Russia
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Slovakia
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South Africa
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Thailand
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Turkey
Ukraine
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United Kingdom
United States
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Uzbekistan

Paris, 26 June 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has acquired 25% of MCDecaux from Mitsubishi Corporation and now holds 85% of the joint-venture. JCDecaux had held 60% of MCDecaux since its creation in 2000 and this acquisition takes its stake to 85%. Mitsubishi Corporation retains a 15% stake and will continue to support MCDecaux.

MCDecaux is the number one in advertising street furniture in Japan and is present in the country's 20 biggest cities, through agreements with the city authorities as in Yokohama, Osaka, Nagoya, Kobe, Hiroshima and Kyoto, or via concessions with the main private sector bus operators, as in Tokyo, Fukuoka and Sapporo. As well as managing 1,600 advertising bus shelters and 150 self-service bicycles in 36 of Japan's 50 biggest towns, MCDecaux also operates a network of advertising furniture in 163 shopping centres run by the Aeon and Ito Yokado chains, representing a total of 6,300 2m² advertising panels.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"I would like to thank our long-standing partner, Mitsubishi Corporation, for its major contribution to MCDecaux's creation and growth in Japan over the past 14 years. I am pleased that our successful partnership will continue. MCDecaux is currently the only advertising street furniture company able to provide advertisers and their agencies with a comprehensive advertising presence in both city centres and shopping malls. Our Japanese subsidiary has a key strategic position in the world's third largest advertising market, which generated revenues of nearly €40 billion in 2013, 8.4% of which in outdoor advertising. MCDecaux intends to pursue its strong growth and continue to meet the requirements of cities and brands by proposing value-added products and services."*

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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