

Paris La Défense: Defacto and JCDecaux unveil La Défense's new digital street furniture

Paris, 10 September 2014 – Patrick Devedjian, Chairman of the Board of Directors of Defacto, and Jean-Charles Decaux, Chairman of the Executive Board and co-Chief Executive Officer of JCDecaux SA (Euronext Paris: DEC), the world's number one outdoor advertising company, today unveiled the new street furniture in La Défense business district.

Defacto, the state-owned body responsible for managing La Défense business district, awarded the contract for advertising and non-advertising street furniture to JCDecaux at the end of 2012. Defacto manages and markets La Défense, which is home to 400 businesses, 12 of which are listed in the CAC 40, 150,000 employees, with more than 8 million visitors a year (23,000 a day on average).

As part of this contract, JCDecaux developed a unique outdoor advertising solution, with in particular a digital component, for Defacto which is ideally suited to the urban environment of La Défense business district. 50 x 2m² digital screens, 2 x 8m² MUPI® giant digital screens and 3 x 8m² MUPI® backlit giant billboards were installed on the square in La Défense, along with 3 x 8 m² MUPI® giant digital screens and 7 x 8m² MUPI® giant backlit billboards on the ring road, all representing a total of 55 digital screens and 111 traditional panels.

Patrick Devedjian, Chairman of the Board of Directors of Defacto, said: *"The fact that we selected JCDecaux underlines Defacto's determination to revitalise La Défense! The development of services for all users is one of our priorities. With this new solution, we finally have key communication tools for all users. It is also symbolic of the emphasis we place on innovation across all areas of our business."*

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"We are delighted to unveil our new street furniture solutions at La Défense. By harnessing JCDecaux's digital expertise, Defacto is revitalising Europe's leading business district with a well-designed, powerful and innovative digital advertising network. Benefiting businesses, employees and visitors, this project underlines our leadership in street furniture in France and worldwide, and the relevance of JCDecaux's national network in providing clients and their agencies with advertising solutions that meet their brand strategy requirements."*

Key Figures for JCDecaux

- 2013 revenues: €2,676m; H1 2014 revenues: €1,305m
- 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 over 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 the Latin America region (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
- 11,900 employees

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Key figures for La Défense/Defacto

- 10,000 students
- 8.4 million tourists a year
- Europe's largest shopping centre (CNIT & 4 Temps)
- 65 works of art exhibited in public areas
- A major public transport network: 1 RER stop, 2 Line 1 Metro stops, 1 T2 tram stop, 3 regional train lines, 16 bus lines, 2 night bus lines
- Around 160,000 employees
- More than 100 towers
- 160 hectares, 31 of which are reserved for pedestrians
- 12 hectares of green space maintained by Defacto, with 1 vineyard
- 2,500 businesses 14 of which are among France's top 20
- 100,000m² of retail space
- 23,000 public car park spaces across the entire business district

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