

JCDecaux renews its advertising concession on construction hoardings in Paris

Out of Home Media

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Mexico
Mongolia
Norway
Oman
Panama
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Dominican Republic
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 7 October 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has been awarded the advertising concession for public and private construction hoardings in the City of Paris, excluding the road network. It is a 13-year concession which will be effective as of 1st January 2015.

JCDecaux previously held the advertising concession for private construction sites and this new contract affords it exclusive rights to access hoardings, scaffolding, safety panels, barriers and buildings on both private and public sector construction sites in Paris, excluding the road network.

As part of this contract, and in line with its active Sustainable Development policy, JCDecaux analysed how best to integrate construction hoardings into the urban landscape so that it could offer high-quality, environmentally-friendly solutions that meet the Paris city authorities' requirements in terms of Sustainable Development and its Climate Plan.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"I am delighted to continue and further develop our partnership with the City of Paris with this agreement, which covers both private and public sector construction sites, excluding the road network. JCDecaux will offer a high-quality product that will blend in with the urban landscape in Paris and meet the needs of the city, its citizens and brands. This contract demonstrates, once again, JCDecaux's ability to offer municipalities innovative solutions while providing high visibility for advertisers"*.

Key Figures for the Group

- 2013 revenues: €2,676m; H1 2014: €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 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
- 11,900 employees

Contacts

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr
Investor Relations: Nicolas Buron
+33 (0) 1 30 79 79 93 – nicolas.buron@jcdecaux.fr



JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyser - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

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