

JCDecaux signs exclusive contract to be the media partner for Edinburgh

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Paris, November 13, 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has signed the contract to be the media partner for the city of Edinburgh. The 10-year contract (with an option to extend for five years) was awarded by the City of Edinburgh Council, following a competitive tender.

The contract covers the design, installation and maintenance of 436 advertising bus shelters and management of all non-advertising bus shelters in the city. This will include the first network of digital screens in the city centre. JCDecaux will also provide interactive “LiveTouch” screens in the main hub of Princes Street providing tourist, local and council information.

JCDecaux will also provide 60 large-format billboards including the first large-format digital screen and consult with the city for the provision of wayfinding signage and a city-wide bicycle-hire scheme.

Working with the City of Edinburgh, JCDecaux will market sponsorship and experiential advertising for key city events including the Edinburgh Festival and Edinburgh Festival Fringe.

Edinburgh will draw upon JCDecaux’s design experience to deliver street furniture products that will enhance the cityscape. The City of Edinburgh has selected bus shelters from JCDecaux’s Foster range, designed by Foster.

Councillor Alasdair Rankin, Finance and Resources Convener for the City of Edinburgh Council, said, *“We’re very pleased to be working in partnership with JCDecaux to revitalise public advertising and street furniture across the city. Through this joint venture, we will truly be putting Edinburgh on the map as a forward-thinking, creative Capital city.”*

Jean-François Decaux, Co-CEO of JCDecaux, said, *“JCDecaux is delighted to have been awarded this exclusive contract to be the media partner for the city of Edinburgh, Scotland’s capital city and a major financial, cultural and tourist hub. We look forward to working in partnership with Edinburgh to install well-designed and maintained street furniture and billboards, including the first digital screens in the city centre, benefiting residents, visitors and local businesses. JCDecaux works with cities across the world to create advertising-funded services that answer civic needs and enable brands to meet their communication goals.”*

Key Figures for the Group

- 2013 revenues: €2,676m ; Revenues for the first nine months of 2014: €1,974m
- 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
Siège Social : 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tél. : +33 (0)1 30 79 79 79
Royaume-Uni : 991 Great West Road, Brentford - Middlesex TW8 9DN - Tél. : +44 (0) 208 326 7777
www.jcdecaux.com

Société Anonyme à Directoire et Conseil de Surveillance au capital de 3 407 037,60 euros - 307 570 747 RCS Nanterre - FR 44307570747