

## MCDcaux awarded 20-year Tokyo advertising bus shelter contracts by Fuji Express and Tokyu Bus Corporation

### Out of Home Media

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**Paris, 29 September 2016** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Japanese subsidiary, MCDcaux (85% owned by JCDecaux and 15% by Mitsubishi Corporation) has been awarded the bus shelter advertising contracts by Tokyo bus operators Fuji Express and Tokyu Bus Corporation, for 20 years.

The contracts cover the design, installation, maintenance and operation of advertising bus shelters, predominately in Tokyo, as well as in Yokohama and Kawasaki. Well-designed street furniture will enhance the urban landscape and improve services for citizens, bus passengers, but also tourists, specifically in the perspective of the 2020 Olympic and Paralympic Games.

They will also enable MCDcaux to expand its advertising network reach in Tokyo's central districts, including Minato (where the prestigious Omotesando avenue and Tokyo Tower are located), Shibuya, Meguro and Shinagawa.

MCDcaux now holds contracts with 10 of the 11 main private bus operators in Tokyo, which represents a potential of more than 600 advertising bus shelters in the heart of the Japanese capital, in addition to the minimum of 400 proposed in the contract signed with the Tokyo Metropolitan Government on June 29<sup>th</sup>.

With these new partnerships, MCDcaux will further consolidate its position as market leader for advertising street furniture in Japan, the third-largest advertising market in the world, and will be able to offer advertisers an unrivalled presence, with more than 2,000 2m<sup>2</sup> advertising faces in Tokyo, on top of the almost 4,000 faces already available in 41 cities across Japan, including all the top 20.

**Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux,** said: *"A few months after the award of the bus shelter contract by the Tokyo Metropolitan Government, we are extremely happy that Fuji Express and Tokyu Bus Corporation have chosen MCDcaux to manage their advertising bus shelters. These contracts will enable us to expand our service offering for the people of Tokyo and strengthen MCDcaux's network in Japan, providing further opportunities for advertisers and their agencies to communicate their brand message, through premium locations and wider coverage. We are very pleased that the biggest Japanese cities and transport companies have placed their trust in JCDecaux, for the maximum benefit of citizens, advertisers and their brands."*

### Key Figures for JCDecaux

- 2015 revenue: €3,208m, H1 2016 revenue: €1,617m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

# JCDecaux

- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

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