

JCDecaux renews and extends its street furniture contract with the city of Nice

Out of Home Media

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Belgium
Botswana
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
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Namibia
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Swaziland
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, 13 October 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that following a competitive tender, its street furniture contract with the city of Nice (340,000 inhabitants) has been renewed and extended for 12 years.

This exclusive contract covers the installation, upkeep, operation and maintenance of over 194 street furniture units that have either 2 m² or 8 m² advertising faces (which may increase to 358 units) and 16 non-advertising street furniture units.

Among the 194 advertising street furniture equipment, JCDecaux will propose new 84-inch high-definition iVision LCD digital screens, with unrivalled outdoor image quality. This state-of-the-art street furniture will incorporate several key features:

- display the local temperature, air quality and pedestrian numbers,
- a video surveillance system,
- loud speakers for public announcements,
- USB ports.

They will offer the largest range of digital services available on street furniture in France, and unequalled opportunities for consumer interaction.

As part of its CSR policy, JCDecaux will optimise the quantities of raw materials used in the design of this equipment. Each model will undergo a life-cycle analysis to quantify the environmental impacts of its design, manufacture, operation and end-of-life disposal.

Ranked the world's 4th smart city (by Juniper Research 2015) and 5th city in France, Nice is constantly pioneering new services for its inhabitants and the five million visitor it receives every year.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are very happy to have extended our street furniture contract with the city of Nice, only a few months after renewing our advertising concession with the Nice Côte d'Azur Airport to digitise all of its terminals. By renewing its trust in us, the city of Nice is endorsing JCDecaux's strategy of innovation and sustainable development. As the number one street furniture player in France and worldwide, we work hard to incorporate the most innovative technologies and creative concepts for the benefit of the cities, 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)

JCDecaux SA

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 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 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

- 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
- 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

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial
+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.com