

## JCDecaux renews its advertising concession on construction hoardings in Paris

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Azerbaijan  
Belgium  
Brazil  
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Cameroon  
Canada  
Chile  
China  
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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 1<sup>st</sup> 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

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A public limited corporation with an Executive Board and Supervisory Board

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