

JCDecaux wins Stockholm's main street furniture contract

Out of Home Media

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Paris, September 2, 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has been awarded the main street furniture contract for Stockholm. The 10-year contract was awarded by the City of Stockholm following a competitive tender.

The contract covers the design, installation and maintenance of 300 City Information Panels, 50 Columns as well as 55 fully accessible automatic public toilets and 70 bicycle pumps. It will also include an option to operate the first network of 50 digital screens in the city centre.

Stockholm will draw upon JCDecaux's design experience to deliver street furniture products that will enhance the streetscape. The City of Stockholm has selected products designed in collaboration with the renowned Swedish Architect firm Dinell Johansson.

Jean-Francois Decaux Co-CEO of JCDecaux, said: *"23 years after the launch of our advertising street furniture concept in Stockholm, we are pleased to continue and enhance the collaboration with Sweden's Capital City. This demonstrates both the sustainability of our business model as well as our capacity to develop new products and services that meet the demand of the public. The introduction of digital screens in the city centre will deliver valuable audiences to advertisers and pave the way to grow the market share for Outdoor Advertising in Sweden which is, with 3.3%, less than half the European Average."*

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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