

JCDecaux

JCDecaux wins the bus-shelter / free-standing 2m² contract in Cologne for 15 years

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Paris, 2 July 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it been awarded on the basis of a European tender process the 15 year exclusive contract for bus-shelters and free-standing 2m² back-lit panels in Cologne starting on 1/01/2015 .

JCDecaux has been operating this franchise since 1983 and the new contract will include 1550 bus/tram-shelters as well as 350 city information panels. 650 new bus/tram shelters designed by Lord Norman Foster will be installed while 900 existing bus-shelters will remain. This shows the high-quality maintenance delivered by the JCDecaux in house maintenance teams over the years.

JCDecaux will also operate digital panels making Cologne the first city in Germany to deploy digital screens in bus-shelters and free-standing advertising panels.

Jean-Francois Decaux Co-CEO of JCDecaux, said: *“The renewal of this important contract with Cologne demonstrates our strong leadership in Germany in street furniture which has become the largest type of Outdoor Advertising display. The digitalisation of premium panels in the City centre will pave the way to deploy digital in all big German cities making Outdoor Advertising more attractive to local, regional and national advertisers.”*

Key Figures for the Group

- 2013 revenues: €2,676m
- 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
- 12,000 employees

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