

JCDecaux and Vodafone sign global contract for the roll out of small cells

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Paris, 10 December 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has signed a global 15-year contract with Vodafone to deploy small cells on its street furniture assets.

This contract follows the success of a pilot project conducted in Amsterdam where over 160 small cells were installed on JCDecaux bus shelters to enhance network performance across the city.

JCDecaux -through the entity created in association with Sanjiv Ahuja- will be responsible for designing, manufacturing and deploying the housing for the small cells in consultation with city councils and in accordance with local planning regulations. Vodafone will install and manage the telecommunications equipment.

JCDecaux has over 100,000 street furniture assets across the following Vodafone markets: Germany, United Kingdom, Spain, Italy, Netherlands, Ireland, Portugal, Australia, Qatar, Czech Republic, India, Turkey, Hungary and South Africa.

Given that the quality of telecommunications infrastructure has become an important factor for cities' attractiveness and competitiveness, with this contract JCDecaux shows that it can leverage its valuable assets also to offer connectivity solutions that combine dense urban infrastructure networks with aesthetic and innovative hosting solutions. Consequently, the Group is contributing to the development of an ecosystem that supports improved urban connectivity and will further accelerate the roll out of Smart Cities.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: "After successful testing in Amsterdam, we are pleased to continue our collaboration with Vodafone by supporting its strategy to develop the quality of its networks. JCDecaux, which has been a key player in the development of cities for the past 50 years, is thus confirming through this global contract with a leading telecommunications player, its commitment to building innovative and structuring connectivity services to drive growth and create economic value. Connected street furniture is set to transform city life and JCDecaux is enthusiastic about contributing to these structural changes, providing lasting benefits to municipalities and citizens."

Kevin Salvadori, Director of Technology Strategy and Operations of Vodafone Group, said: "We are delighted to partner with JCDecaux. This agreement will help us accelerate the deployment of small cell technology by giving us access to locations that in the past have not been available for network installations."

Key Figures for the Group

- 2013 revenues: €2,676m; Revenues for the first nine months of 2014: €1,974m
- JCDecaux is listed on the 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 (35,000 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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