

JCDecaux

JCDecaux has been awarded the Bus Body Advertising Concession in Hong Kong by NWFB and Citybus

Out of Home Media

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India
Ireland
Israel
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Korea
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Norway
Oman
Panama
Peru
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Switzerland
Thailand
The Dominican Republic
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, 8 June 2015 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that, following a competitive tender, it has been awarded by New World First Bus Services Limited and Citybus Limited (“the Companies”) the contracts for the exclusive bus body advertising concessions in Hong Kong. Starting from 1 July 2015 for a period of five years, these contracts cover 1,640 double-decker and single-decker buses across 192 routes.

William Chung, the Companies’ Head of Operations, said: *“With JCDecaux’s extensive outdoor transport advertising experience in various parts of the world and JCDecaux’s understanding of the outdoor advertising market of Hong Kong, we strongly believe that JCDecaux can help us grow the bus body advertising business. We look forward to enhanced performance under the new contracts.”*

Jean-Charles Decaux, Co-CEO of JCDecaux, said: *“JCDecaux is honoured to have been awarded these two contracts with our long-term partners New World First Bus Services and Citybus. The Companies’ advertising fleet is one of the city’s most popular outdoor advertising platforms with a great network and audience coverage. JCDecaux aims to bring this advertising fleet to new prominence and to offer advertisers and their agencies a unique advertising platform, underlining the expertise and innovative ability of the Group.”*

Key Figures for JCDecaux

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (491,950 advertising panels)
- N°1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- N°1 in Europe for billboards (180,590 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- N°1 in outdoor advertising in Latin America (51,150 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,078,370 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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