

## JCDecaux and Verizon Wireless sign national contract for the roll out of small cells in JCDecaux Street Furniture

**Paris and Basking Ridge, 20 January 2016** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, and Verizon Wireless (NYSE, Nasdaq: VZ), the operator of America's most reliable wireless network with 108.6 million retail connections nationwide, announced today that they have signed a multi-year contract to deploy Verizon's 4G LTE small cells integrated in JCDecaux's USA street furniture assets.

This contract follows the successful launch of an initial deployment of Verizon small cells installed in JCDecaux Kiosks that enhance network performance in an important corridor of the City of San Francisco.

Moreover, JCDecaux and Verizon have partnered since 2014 to deploy 170 mobile charging digital stations throughout four major US airports (JFK, Newark, Miami and LAX).

JCDecaux is responsible for designing, providing and deploying Street Furniture elements that can elegantly house the small cells in vibrant urban environments in consultation with Cities and in accordance with local planning regulations. Verizon will select, install and manage the telecommunications equipment and services.

The parties will work together to program and manage specific deployments.

JCDecaux has over 9,000 US outdoor street furniture assets located in New York, Los Angeles, Chicago, Boston and San Francisco.

Given that the quality and accessibility of telecommunications services has become a strategic factor for cities' competitiveness and growth of Smart City services, this national contract allows JCDecaux and Verizon to leverage their respective valuable assets and capabilities to offer connectivity solutions that combine dense urban 4G LTE networks with aesthetic and innovative hosting solutions.

**Jean-Francois Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"After the successful launching of the ground-breaking project in San Francisco, we are pleased to extend the collaboration with Verizon Wireless by supporting its strategy to develop the quality of its networks in the heart of key US Cities. JCDecaux, through this national contract with one of the world's most respected wireless operators, is demonstrating its understanding that connected street furniture and outdoor advertising are all part of a wider urban landscape, influenced by local needs and technological innovations. JCDecaux's Street Furniture programs have been providing valued services to Cities for over 50 years, and today these programs are a platform to provide better connectivity and digital services solutions. We are excited to support Verizon's provision of advanced mobile broadband capacity in dense urban locales to better serve the citizens, business professionals and tourists in great US cities."*

**Jacob Hamilton, Director – Engineering NCA/NV, Verizon Wireless**, said: *"We are delighted to partner with JCDecaux. This agreement will help us work with an experienced partner to accelerate the deployment of advanced small cell technology by giving us access to aesthetic and functional locations that in the past have not been available for network installations."*

## Key Figures for JCDecaux

- 2014 revenues: €2,813 million; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is listed on the FTSE4Good index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in Europe (708,000 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

## Contacts

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