

JCDecaux wins smart clocks contract for Montevideo in Uruguay

Out of Home Media

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Paris, 12 May 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that following a competitive tender, it has been awarded the Montevideo advertising smart clocks contract in Uruguay, for a period of 15 years.

JCDecaux will install, operate and market 60 advertising smart clocks developed especially for the city of Montevideo, situated on the main avenues, the seafront and in the most iconic locations. The clocks will display the time, temperature, weather forecasts, air quality and city information, on high-definition digital screens managed remotely by JCDecaux and updated in real time. As part of its sustainable development policy, JCDecaux has equipped the clocks with LED tubes and light sensors, which will reduce energy consumption.

This new contract reinforces JCDecaux's position in Uruguay, where it has been operating the street furniture of Montevideo since 2000 and the Nuevocentro shopping mall since 2013, and whose presence in street furniture, billboard advertising and shopping malls has been strengthened by the finalisation of the acquisition of 100% of the Latin America business of OUTFRONT Media Inc on 1st April, 2016.

Home to the headquarters of Mercosur, Montevideo has 1.7 million inhabitants – half of the country's total population – and is a popular destination attracting large numbers of tourists from Brazil, Argentina, Europe and North America to its historical centre and museums.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We are very pleased to continue our partnership with Uruguay's capital city, 16 years after the launch of our advertising street furniture concept in Montevideo. The award of this contract demonstrates both the relevance of our business model, which enables advertising to fund products and services in the public interest, and our ability to develop innovations that meet the needs of cities and their inhabitants. As the number one outdoor advertising company in Latin America, we will continue to deploy the most innovative technologies and new creative concepts, benefiting advertisers and their brands."*

Key Figures for JCDecaux

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 employees

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