

## JCDecaux signs the first national bus shelter advertising contract in the Republic of Ireland

### Out of Home Media

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**Paris, 15<sup>th</sup> December 2016** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that, following a competitive tender process its Irish subsidiary has signed a 5-year bus shelter advertising contract with the National Transport Authority (NTA).

The contract will start on 1<sup>st</sup> January 2017 and JCDecaux will take over the advertising rights and maintenance related to 1,843 existing bus shelters. With this new partnership, advertisers will be able to reach 80% of the adult population through the JCDecaux portfolio across every city and all of the major towns and villages nationwide. JCDecaux will also install and maintain an estimated 500 new bus shelters which the NTA will purchase from JCDecaux during the contract. This contract also includes the scope to install the first network of roadside digital advertising screens in the country.

In Ireland JCDecaux currently operates the Dublin City Council public amenities contract which includes the hugely successful 'Coca-Cola Zero dublinbikes' bike sharing scheme with 1,500 bikes, wayfinding and civic information for the city. JCDecaux also manages the advertising contract on behalf of Transport Infrastructure Ireland (TII) for the light rail system Luas and manage the largest billboard portfolio in the country.

**Jean-François Decaux, Co-CEO of JCDecaux,** said: *"Winning this contract for bus shelter advertising in Ireland is a significant development which will allow us the opportunity to introduce a national digital advertising network delivering valuable audiences to advertisers as well as enhancing their brand communications. With this contract, JCDecaux will become the market leader and it will pave the way for us to grow the current 7.5% market share for outdoor advertising in Ireland."*

### Key Figures for JCDecaux

- 2015 revenue: €3,208m, H1 2016 revenue: €1,617m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- 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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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747