

JCDecaux extends its presence in the Basque region, with street furniture contracts in Bayonne and Anglet, and a contract for STACBA bus shelters

Paris, 10 January 2017 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has won three street furniture contracts in the Basque region, following competitive tenders. The Group renewed and extended its existing contracts with the city of Bayonne (47,500 inhabitants) for 18 years and the city of Anglet (40,500 inhabitants) for 15 years. It also won a new 17-year contract for bus shelters in the seven cities operated by the STACBA transport association (*Syndicat de Transports de l'Agglomération Côte Basque Adour*).

These exclusive contracts cover the installation, up-keep, operation and maintenance of:

- 215 street furniture installations in Bayonne (112 advertising street furniture items, five *e-Village@* touchscreen kiosks, 12 automatic toilets, 16 electronic information boards and 70 free posting panels)
- 78 street furniture installations in Anglet (53 advertising street furniture items, four electronic information boards and 21 information panels)
- 398 bus shelters across the STACBA network (297 bus shelters throughout the cities of Bayonne, Anglet, Bidart, Boucau, Tarnos and Saint Pierre d'Irube, and 101 bus shelters planned for the future Bus Rapid Transit service in the cities of Biarritz, Bayonne, Anglet, Boucau and Tarnos)

As part of this street furniture roll-out, JCDecaux will provide new 84-inch high-definition LCD iVision digital screens for unrivalled outdoor image quality. Compendiums of innovation, they will alternate between real-time city information and advertisements, thereby assisting residents and visitors alike in their day-to-day lives, while providing exceptional visibility to advertisers.

Benefiting from JCDecaux's design expertise in beautifying urban spaces using street furniture, Bayonne chose a range designed by Philip Cox, while Anglet selected one by Martin Szekely. STACBA opted for street furniture by Lord Norman Foster, Philip Cox and JCDecaux.

In line with its CSR policy, JCDecaux optimised the quantity of raw materials needed to construct the street furniture. Each model underwent a life-cycle analysis in order to quantify the environmental impacts of its design, manufacture, operation and end-of life.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are very happy to have extended our presence in the Basque region, with street furniture contracts in Bayonne and Anglet, as well as the STACBA bus shelter contract, which complement our street furniture contract in Biarritz that was renewed for 15 years in 2011. By placing their confidence in us, Bayonne, Anglet and the STACBA are helping to reinforce JCDecaux's strategy of digital innovation – with digital masts and e-Village@ kiosks – and sustainable development in this dynamic and appealing region. As the number one street furniture player in France and worldwide, we work hard to deploy our new digital ecosystem providing information and services for citizens by offering the most innovative of technologies and new formats for the benefit of the cities, citizens, advertisers and their brands."*

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Registered capital of 3,240 270.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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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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