

## JCDecaux wins the 20 year bus and tram shelter advertising contract for Helsinki

### Out of Home Media

Algeria  
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Belgium  
Botswana  
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Chile  
China  
Colombia  
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Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Germany  
Guatemala  
Hungary  
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India  
Ireland  
Israel  
Italy  
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Korea  
Latvia  
Lesotho  
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Mongolia  
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Qatar  
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Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Turkey  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, 29 June 2017** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a tender process, it has won the 20 year exclusive contract for advertising across the 1,500 bus and tram shelters in Helsinki (population: 636,000).

As part of this contract, JCDecaux Finland, which is the Out-of-Home market leader in Finland, will install 250 digital screens in Helsinki bus and tram shelters, paving the way to create the first national Digital Out-of-Home (OOH) network in Finland. It will cover up to 32 cities where JCDecaux currently operates advertising street furniture, reaching 60% of the Finnish population\*.

This digital channel will further enhance other prime DOOH assets operated by JCDecaux Finland, including the Metro with the brand new Lansimetro line, which opens in September 2017.

**Yrjö Judström, the Deputy Managing Director of Helsinki City Transport Authority (HKL)**, said: *“The result of the tender means that the long-standing partnership between JCDecaux and HKL continues. The relationship between the city and the media owner has been developed to provide a solid base for long-term development of the shelter services. Our collaboration with JCDecaux provides new possibilities to develop the shelter service level with additional features, including extended weather protection, new premium-shelters in key traffic hubs, and possibilities to utilise the benefits of wireless communication. We will continue to develop the service together with JCDecaux, throughout the duration of the contract, for the benefit of urban commuters.”*

**Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *“We are very pleased to continue our strong partnership with the Helsinki City Transport Authority (HKL), which started in 1991, for another 20 years. Helsinki joins New York, London, Berlin, Stockholm... with the digitisation of street furniture. This new digital advertising network will enhance brand communication for both national and local advertisers, while our traditional panels will continue to deliver over 67% reach of the Finnish population\* in less than 7 days. With only 4% market share of the media market in Finland, outdoor advertising needs this kind of investment to grow its share, which is still below the European average.”*

\*Source: Official state statistic office

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Registered capital of 3,240 205.36 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **Key Figures for the Group**

- 2016 revenue : €3,393 billion
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indices
- No. 1 worldwide in street furniture (559,070 advertising panels)
- No. 1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- No. 1 in Europe for billboards (169,860 advertising panels)
- No. 1 in outdoor advertising in Europe (721,130 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (219,310 advertising panels)
- No. 1 in outdoor advertising in Latin America (70,680 advertising panels)
- No. 1 in outdoor advertising in Africa (29,820 advertising panels)
- No. 1 in outdoor advertising in the Middle East (16,230 advertising panels)
- No. 1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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