

JCDecaux: Paris advertising offer rethought after State Council's decision on CIPs in Paris.

Paris, 5 February 2018 - SOMUPI, a subsidiary of JCDecaux (66%) and Publicis Groupe (34%), notes the French State Council's order confirming cancellation of the provisional contract for City Information Panels (CIPs) by the City of Paris and regrets the decision.

Pending the outcome of the ongoing procedure to roll out new CIPs, the City will be deprived of an essential channel of information for citizens who will no longer be kept up to date on city news, health prevention campaigns, public safety messages, cultural and sport programmes, etc. and income of tens of millions of euros over 20 months, equivalent to 15,000 childcare places or the functional budget for all Paris's libraries.

JCDecaux stands ready to serve its clients, advertisers and media agencies, and will provide them in 2018 a revised offer using all its Parisian assets, which will meet their communication needs, vital to their development and their role in driving the local and national economy. This contract represented around 1% of Group revenue in 2017.

Key figures for JCDecaux

- 2017 revenue: €3,472 million
- JCDecaux is listed on Euronext Paris's Eurolist market and forms part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux also forms part of the FTSE4Good and Dow Jones Sustainability Europe indexes.
- World no. 1 in street furniture (559,070 advertising panels)
- World no. 1 in transport advertising operating in more than 220 airports and 260 contracts in metros, buses, trains and trams (354,680 panels)
- European no. 1 in grand format advertising (169,860 panels)
- European no. 1 in outdoor advertising (721,130 panels)
- No. 1 in outdoor advertising for Asia-Pacific (219,310 panels)
- No. 1 in outdoor advertising for Latin America (70,680 panels)
- No. 1 in outdoor advertising for Africa (29,820 panels)
- No. 1 for outdoor advertising in the Middle East (16,230 panels)
- Leader in self-service cycling: pioneer of soft mobility
- 1,117,890 panels in more than 75 countries
- Presence in 4,280 towns of 10,000 plus citizens
- Daily audience: over 410 million people
- 13,030 employees

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