

JCDecaux wins The Hague's advertising street furniture contract

Paris, 7 February 2018 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Dutch company, JCDecaux Netherlands, has been awarded the 8-year exclusive contract for advertising street furniture (excluding bus-shelters) in The Hague .

The Hague with 515.000 population is the 3rd largest city in the Netherlands and this contract covers 190 free-standing 2m² panels and 10 6m² panels, which can either, be static, scrolling or digital including full motion content.

Jean-François Decaux, Chairman of the Executive Board and CO-CEO of JCDecaux, said: *"The Hague's advertising street furniture contract win means that JCDecaux Netherlands will be shortly in a unique position to provide the best OOH/DOOH media solutions to both local and national advertisers in the 3 largest Dutch cities being Amsterdam, Rotterdam and The Hague. Furthermore, the decision from The Hague to allow the display of full motion content on our HD 86" screens will enable very creative solutions for both commercial and non-commercial campaigns to benefit advertisers and the City".*

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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