

JCDecaux delivers strong economic and social impact in France and around the world

Utopies conducted the study for JCDecaux, with EY as auditor

Out of Home Media

Angola
Australia
Austria
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Jordan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Zambia
Zimbabwe

Paris, 8 October 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, has, for the third time since 2019, commissioned the agency Utopies to carry out an independent assessment of its economic and social contribution worldwide and in France. In 2025, JCDecaux's activities supported 183,460 jobs worldwide, compared with almost 120,000 in the previous study – an increase of 53% in three years. For each direct JCDecaux job, 14.4 additional jobs are supported in the global economy. €7.3 billion in wealth creation (direct, indirect and induced economic impacts) was generated worldwide by JCDecaux's activities in 2025.

The results of this new study confirm the uniqueness of JCDecaux's sustainable model, through its support for jobs, economic activity, the vitality of local communities and the public interest everywhere it operates. Since 1964, JCDecaux has been generating value far beyond its direct business activities, thanks to the virtuous ecosystem it has built around the company: local authorities, citizens, advertisers and suppliers. By financing public infrastructure and innovative services (bus shelters, flagpole displays, Morris columns, newsstands, information panels, self-cleaning public toilets, self-service bikes, etc.) with advertising, JCDecaux makes a positive contribution to society.

The study, whose methodology was audited by EY, covers all geographies where JCDecaux operates¹ and is based on data for the 2025 financial year. Using the monetary flows injected by JCDecaux into the global economy (purchases, added value, salaries, taxes), the LOCAL FOOTPRINT® tool developed by Utopies estimated the impact generated by the Group's activities across 380 sectors. The footprint measured includes JCDecaux's direct impact (employees and added value), indirect impact linked to its supplier chain, and induced impact resulting from paid salaries and taxes (via household consumption and public authorities' expenditure).

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"These results reaffirm JCDecaux's position as a sustainable partner to cities across the world, supporting their economic attractiveness while being committed to the public interest. This performance confirms our model's ability to create value for our public partners, advertiser and agency clients, our suppliers and citizens wherever we operate."*

FOCUS ON FRANCE:

- 16,150 jobs supported by JCDecaux, up 10% compared with 2022
- Each direct job supports 4 additional jobs in the French economy
- €1.2 billion in wealth creation (direct, indirect and induced economic impacts) generated by JCDecaux's activities in France in 2025.
- 84% of purchases made from companies or subsidiaries based in France
- 50% of purchases in France made from SMEs
- 66% of revenue redistributed directly or indirectly to citizens

[Link to access the study conducted in France and in the world \(available in French only\).](#)

¹ Present in 79 countries as at 31 December 2025

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A European Company with an Executive Board and Supervisory Board

Registered capital of 3,264,372,84 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for JCDecaux

- 2025 revenue: €3,967.1m – H1 2026 revenue: €1,953.9m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in 78 countries
- 1,105,906 advertising panels worldwide
- Present in 3,895 cities with more than 10,000 inhabitants
- 11,894 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes
- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A-List), MSCI (AAA), Sustainalytics (11.1), and has achieved Gold Medal status from EcoVadis
- Member of the UN Global Compact since 2015 and of the RE100 since 2019
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (636,625 advertising panels)
- N°1 worldwide in transport advertising with 154 airports and 257 contracts in metros, buses, trains and tramways (374,718 advertising panels)
- N°1 in Europe for billboards (94,562 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (740,067 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (168,815 advertising panels)
- N°1 in outdoor advertising in Latin America (103,865 advertising panels)
- N°1 in outdoor advertising in Africa (31,364 advertising panels)
- N°2 in outdoor advertising in the Middle East (20,852 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).

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