

Out of Home Media

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Peru
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Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Swaziland
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
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Uzbekistan
Zambia
Zimbabwe

JCDecaux Belgium announces an agreement to purchase a majority stake in the Belgian billboard specialist Publiroute (Dewez)

Paris, December 3rd, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its subsidiary, JCDecaux Belgium, has completed the first stage of a merger with Publiroute, a long-established Belgian billboards player operating under the Dewez trademark. When the operation is complete, JCDecaux Belgium will be the majority shareholder.

Created as a family-run company in 1920, Publiroute, through its trademark Dewez, currently operates 15,000 displays across Belgium.

Through this majority stake, JCDecaux will become the number one in billboard advertising in Belgium, strengthening its existing positions. The assets of Dewez, specialised in long-term local advertising billboards, complement JCDecaux's current assets in Belgium, and will significantly increase its billboard offering by extending outside the main city centres.

Chris Stone, Chief Executive Officer of Dewez, said: *"I'm very excited to collaborate with JCDecaux, specifically relating to temporarily and permanent billboard, and the future development of digital in Belgium fuelled by the knowledge of the JCDecaux Group."*

Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg, Africa and Israel of JCDecaux, said: *"We are very proud to be teaming up with Publiroute, a long-established billboards leader in Belgium formed nearly one hundred years ago, and a family-run company with which JCDecaux share values. I am delighted to work with Chris Stone, whose professionalism and unique experience are recognized in the sector, and firmly believe that this merger between our two companies will produce an abundance of opportunities and will create value, in particular for our advertiser and media agency clients."*

Key Figures for JCDecaux

- 2017 revenue: €3,493m*, H1 2018 revenue: €1,643m
- 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 index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees

* Restated from the retrospective application of IFRS 15, applicable from January 1st, 2018

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