

## Out of Home Media

Angola  
Australia  
Austria  
Azerbaijan  
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  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

## JCDecaux wins 15-year exclusive advertising street furniture contract with Aalborg in Denmark with a strong focus on sustainability

**Paris, 25 April 2022** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its Danish JV company AFAJCDecaux won the 15-year exclusive street furniture contract with Aalborg which is the third largest city in Denmark. This agreement which will start on 1/08/2024 includes both analog and digital advertising faces with the possibility to display full motion content in the pedestrian area.

The new eco-friendly range of equipment with a high degree of recyclability includes bus-shelters equipped with sensors increasing the light intensity when passengers are around as well as a new specific Plusbus shelter designed by the renowned Danish Architect Knud Holscher for the new BRT public transport system and automatic public toilets.

The maintenance of all street furniture will be performed exclusively with electric scooters and hybrid vehicles.

**Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux,** said: *"We are very pleased to continue our long-term partnership with Aalborg which started in 1992. With 90% of the awarding criteria based on quality of design, maintenance and functionality, Aalborg is a very good example of street furniture's positive contribution to carbon neutrality. This is why Denmark is one of the most advanced country in the reduction of carbon emissions."*

### Key Figures for JCDecaux

- 2021 revenue: €2,745m <sup>(a)</sup>
- N°1 Out-of-Home Media company worldwide
- A daily audience of more than 850 million people in more than 80 countries
- 957,706 advertising panels worldwide
- Present in 3,518 cities with more than 10,000 inhabitants
- 10,720 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good (4.2/5), CDP (A Leadership), MSCI (AAA) and has achieved Gold Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (530,143 advertising panels)
- N°1 worldwide in transport advertising with 154 airports and 215 contracts in metros, buses, trains and tramways (340,753 advertising panels)
- N°1 in Europe for billboards (72,611 advertising panels)
- N°1 in outdoor advertising in Europe (596,831 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (232,268 advertising panels)
- N°1 in outdoor advertising in Latin America (64,893 advertising panels)
- N°1 in outdoor advertising in Africa (20,808 advertising panels)
- N°1 in outdoor advertising in the Middle East (14,177 advertising panels)

(a) Adjusted revenue

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,245,684.82 euros - # RCS: 307 570 747 Nanterre - FR 44307570747



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