

JCDecaux wins the advertising contract for the Lille metropolitan area public transport network as part of a consortium with Metrobus

Out of Home Media

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Paris, October 16th, 2019 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that the consortium formed by Metrobus and JCDecaux has won, following a competitive process, the advertising contract for the public transport network of the Lille metropolitan area, which is made up of 90 municipalities and home to approximately 1.2 million inhabitants.

Effective from April 1st, 2020, the five-year contract was signed with Transpole, a subsidiary of Keolis (a world leader in shared mobility), in accordance with a public service concession entered into by and between Métropole Européenne de Lille (MEL) and Transpole. Under the terms of the contract, JCDecaux will manage the servicing, maintenance and operation of advertising in public spaces, including over 1,000 existing transport shelters (961 bus shelters and 55 tramway shelters), which will become the property of MEL at the end of the current contract. 80 will be equipped with 85-inch LCD screens. The contract covers a total of 2,225 advertising faces.

JCDecaux's particularly dynamic Nord-Pas-de-Calais Regional Division, with a 71-strong workforce, partners 51 communities and recently won the contracts for Douai, Calais, Arras, Valenciennes, Lens, the public transport authority of Artois-Gohelle, the Boulonnais agglomeration, Henin-Beaumont, Le Touquet and Berck-sur-Mer, as well as the towns of Tourcoing, Croix, Marcq-en-Baroeul and La Madeleine in the Lille metropolitan area.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"We are very proud to have won the contract to manage the advertising space for the transport network of the Lille metropolitan area, marking our return to the heart of France's fourth-largest metropolitan area. By placing its trust in the consortium formed by Metrobus and JCDecaux, Transpole is reaffirming the relevance of JCDecaux's strategy on innovation, digital innovation in particular, and our commitment to sustainable development. The new contract strengthens our presence in the Hauts-de-France region and the coverage of JCDecaux's national network, to the benefit of towns, citizens, advertisers and their brands."*

Key Figures for JCDecaux

- 2018 revenue: €3,619m, H1 2019 revenue: €1,842.3m
- 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 and the MSCI and CDP rankings
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries

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JCDecaux

- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees

For more information about JCDecaux, please visit jcdecaux.com.
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