

JCDecaux France, awarded CB News Grand Prix des Régies 2026 (Media Partner of the Year – 2026)

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, 9 September 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux in France has won three awards at the 2026 Grand Prix des Régies and Grand Prix des Médias, organised by CB News, France's benchmark magazine for marketing and media communications.

- **Best Communications Stunt – Special Activation** for the March 2026 campaign dedicated to Céline Dion's major return to the stage, which will take place in three days' time in Paris
- **Best Out-of-Home Media Partner 2026**
- **Grand Prix des Régies 2026**, across all media categories

JCDecaux, a *brandformance* media, recognised by CB News and the market

Each year, CB News' Grand Prix des Régies recognises advertising sales houses in five categories (TV, Press, Radio/Audio, Out-of-Home, Pure Play) as well as naming the Media Partner of the Year, across all media categories. This year, the awards were decided by a jury of experts and a vote by professionals from across the industry (through a major survey by research company OpinionWay). By awarding JCDecaux the Grand Prix des Régies 2026 and Best Out-of-Home Media Partner 2026, the CB News jury and the market have recognised the strength, transformation and innovation of JCDecaux's Out-of-Home media. Powerful and effective, JCDecaux's media enhances the cityscape, providing mass reach and targeting, capturing attention, prompting conversations and creating an impact. JCDecaux's continued innovation is driving outcomes for brands and agencies across some of the most iconic urban centres. Supported by a diversified inventory that covers all territories and all audiences, and available programmatically, JCDecaux stands out as a *brandformance* media, able – thanks to data – to generate measurable results for brands and agencies. JCDecaux provides its clients, agencies and advertisers with an integrated suite of tools enhanced by AI. Brought together under the "OneSuite" label, they facilitate access to and activation of the JCDecaux media, from campaign creation through to optimisation, via optimised media planning and near real-time campaign management. As a committed partner to cities, regions, agencies and advertisers, JCDecaux helps improve the quality of life in cities thanks to sustainable services such as street furniture funded by advertising, and responsible tools such as 360 Footprint, the only impact calculator in the communications market able to measure a campaign's environmental, economic and social footprint.

A viral JCDecaux activation celebrating Céline Dion's return to the stage

With the Best Communications Stunt award, the jury recognised the creativity and effectiveness of the special Céline Dion activation. Conceived in Paris, the campaign turned an Out-of-Home teaser into one of the most iconic Social OOH activations to announce the return to the stage of a globally renowned artist: handwritten lyrics from the singer's most iconic songs appeared anonymously on 130 JCDecaux street furniture assets, without logos or dates, sparking surprise and conversation before a simultaneous reveal in 12 major international cities. With an estimated 6.74 billion impressions and US\$64.2 million in earned media value, the campaign demonstrated the ability of the JCDecaux media to create events that go viral and that amplify digital performance.

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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

Jean Muller, Executive Vice-President, Sales, Marketing and Development, JCDecaux France, Luxembourg, Israel and Belgium, said: *“After being named Media Partner of the Year by the editorial team of Stratégies magazine, this triple recognition from the CB News jury and communications professionals highlights the work undertaken by our teams to demonstrate that JCDecaux is a true brandformance media – a media that enhances brands’ awareness, mental availability, status and desirability, while accelerating conversion and amplifying the reach and influence of our advertiser and agency clients. I am delighted that JCDecaux’s creative strength has been showcased with the Céline Dion campaign, which transformed public space into the first stage for a global event, generating conversation, instant reach and emotion.”*

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *“We would like to extend our warmest thanks to CB News, to the jury of experts, to all the professionals in the market who voted for us, as well as to our clients – agencies and advertisers. We are honoured by their trust and loyalty. This inspires us to keep innovating to support them ever more effectively as the media landscape evolves, to remain their preferred partner. We offer our congratulations to our teams and thank them for their commitment and loyalty: every day, we act and innovate to build awareness, recognition and performance for brands, across all our environments at the heart of cities and mobility.”*

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.

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