

## JCDecaux Singapore wins LTA Bus Shelter advertising contract

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Tanzania  
Thailand  
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United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, 26 February 2018** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and the number one OOH media company in Singapore, has been awarded an exclusive seven-year contract for managing advertising and maintaining 1,459 bus shelters across Singapore (population: above 5.6 million) by the Land Transport Authority (LTA).

With this concession, JCDecaux will have access to an extensive footprint of bus shelters across the city-state - including prime shopping and financial districts of Tanglin / Orchard / Scotts Roads and Shenton Way, as well as central areas such as Lavender Street, Beach Road and Tiong Bahru. These urban areas have high concentrations of tourists, professionals and business decision-makers, in addition to major Housing and Development Board (HDB) towns such as Ang Mo Kio, Punggol, Toa Payoh, Tampines and Alexandra.

The concession includes 800 advertising panels, including digital screens notably on Orchard Road offering a comprehensive Digital OOH network in the city. Committed to helping brands improve their business through deeper engagement with their clients, JCDecaux will deploy its smart digital solutions on its assets to maximise the impact of advertising and create greater experiences for the audience within and beyond the screen.

JCDecaux won its first bus shelter advertising concession in Singapore almost 20 years ago, a symbolic contract which launched JCDecaux local operations. During this first concession from 1999 to 2011, JCDecaux pioneered numerous “market firsts” such as introducing Scrolling Double-Impact advertising at prime city locations and larger than life 3D creative builds on bus shelter roofs. With its new digital transformation strategy, JCDecaux will once again revolutionize the outdoor advertising landscape in Singapore.

With this award, JCDecaux will further consolidate its footprint in Singapore. The addition of the bus shelter platform to the media owner’s existing portfolios of airport, malls, cinemas and billboards strengthens its islandwide presence and extends the success of its Singapore Changi Airport media offer to Downtown Singapore, proposing advertisers an unparalleled reach of audiences on the move across various segments.

**Jean-Charles Decaux, co-CEO of JCDecaux said:** *“We are very happy to have been awarded this advertising concession by the Singapore Land Transport Authority. Our footprint in Asia started in Singapore almost 20 years ago with the LTA’s Bus Shelter contract and it is indeed gratifying to win the contract. This is also an opportune time for us to bring to this Smart City our best digital media assets combining with our unique media planning and content management platforms, which will serve to enrich the ways brands communicate with the millions of commuters daily. Creating good value for our advertisers and providing innovative and quality service to the city are always at the heart of our strategy.”*

### Key figures for JCDecaux

- 2017 revenue: €3,472 million
- JCDecaux is listed on Euronext Paris's Eurolist market and forms part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux also forms part of the FTSE4Good and Dow Jones Sustainability Europe indexes.
- World no. 1 in street furniture (559,070 advertising panels)
- World no. 1 in transport advertising operating in more than 220 airports and 260 contracts in metros, buses, trains and trams (354,680 panels)
- European no. 1 in grand format advertising (169,860 panels)

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,242,237.80 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

# JCDecaux

- *European no. 1 in outdoor advertising (721,130 panels)*
- *No. 1 in outdoor advertising for Asia-Pacific (219,310 panels)*
- *No. 1 in outdoor advertising for Latin America (70,680 panels)*
- *No. 1 in outdoor advertising for Africa (29,820 panels)*
- *No. 1 for outdoor advertising in the Middle East (16,230 panels)*
- *Leader in self-service cycling: pioneer of soft mobility*
- *1,117,890 panels in more than 75 countries*
- *Presence in 4,280 towns of 10,000 plus citizens*
- *Daily audience: over 410 million people*
- *13,030 employees*

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