

## JCDecaux renews and expands all major bus advertising contracts across Sydney

### Out of Home Media

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
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Colombia  
Costa Rica  
Croatia  
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Denmark  
Ecuador  
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Eswatini  
Finland  
France  
Gabon  
Germany  
Guatemala  
Honduras  
Hungary  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Kuwait  
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  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, 6 May 2024** – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has been awarded the Transport for NSW (TfNSW) bus advertising contract for all buses in the Sydney Metropolitan regions.

Winning the competitive tender process marks a significant expansion of JCDecaux's current bus advertising contracts across Sydney. It extends JCDecaux's Transit reach across the whole of Sydney Metropolitan regions into LGAs including the Northern Beaches, the Hills District, Campbelltown, Liverpool, and Camden.

JCDecaux will now oversee advertising for a fleet of over 3,200 buses. This expansion builds upon the existing JCDecaux Sydney Buses advertising network, which already reaches ninety percent of Greater Sydney every two weeks\*.

JCDecaux's successful bid included a strong focus on data innovation as well as positive impact aligned with the company's Environmental, Social, and Governance (ESG) strategy and Reconciliation Action Plan. Transit advertising offers brands the opportunity to support sustainability and invest in our cities by delivering revenue that helps finance public transport services. In addition, JCDecaux has created the Low Emissions Bus Network product, allowing advertisers to display across the growing electric bus network. JCDecaux will continue to innovate more sustainable products such as this, so advertisers can actively choose to support the climate transition in transport and advertising.

This latest win confirms JCDecaux as the only outdoor advertising operator with a national transit network of coverage across all five major capital cities. This month, JCDecaux was also successful in retaining the Adelaide bus advertising contract after a competitive tender process. The contract, managed by the South Australian Department of Transport & Infrastructure (DIT), commences immediately for seven years. JCDecaux will continue to provide extensive coverage along the most popular commuter bus routes in both metro and suburban areas of Adelaide, from the CBD to the suburbs, the airport, Adelaide Oval and numerous local shopping precincts.

JCDecaux has also successfully renewed its Perth bus advertising contract, in addition to holding the bus contract in Brisbane and the tram and bus contracts in Melbourne.

The impending launch of MOVE 2 (the new Australian outdoor advertising audience measurement tool), combined with all-new access to real-time transit data, will provide advertisers with more detailed audience movement patterns. This enhanced capability will allow advertisers to better understand the reach and impact of their campaigns, as well as optimise targeting strategies to connect with their desired audience segments more effectively.

**Jean-François Decaux, Chairman of the Executive Board and co-CEO of JCDecaux,** said: *"We look forward to continuing our bus advertising partnership with TfNSW, which confirms JCDecaux as market-leaders in Transit advertising across Australia. In an era of digitisation across most outdoor advertising products, bus advertising maintains significant appeal for advertisers through its distinctive blend of broad audience reach, high frequency and visibility, and cost effectiveness. It presents a powerful format for advertisers seeking to build their brand, amplify their message and effectively engage with diverse audiences. This expansion to our portfolio also provides an exciting platform to relaunch Transit later this year with innovations and impactful product enhancements."*

\*According to MOVE March 2024 – 2022 Model, P14+, Greater Sydney, 4 weeks, 1,155 faces.

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A European Company with an Executive Board and Supervisory Board  
Registered capital of 3,249,630.93 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## Key Figures for JCDecaux

- 2023 revenue: €3,570.0m<sup>(a)</sup>
  - N°1 Out-of-Home Media company worldwide
  - A daily audience of 850 million people in more than 80 countries
  - 1,056,833 advertising panels worldwide
  - Present in 3,918 cities with more than 10,000 inhabitants
  - 11,650 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 (3.4/5), CDP (A), MSCI (AAA), Sustainalytics (13.7), and has achieved Gold Medal status from EcoVadis
  - 1<sup>st</sup> Out-of-Home Media company to join the RE100
  - Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
  - N°1 worldwide in street furniture (630,196 advertising panels)
  - N°1 worldwide in transport advertising with 153 airports and 258 contracts in metros, buses, trains and tramways (319,081 advertising panels)
  - N°1 in Europe for billboards (85,743 advertising panels worldwide)
  - N°1 in outdoor advertising in Europe (708,620 advertising panels)
  - N°1 in outdoor advertising in Asia-Pacific (165,292 advertising panels)
  - N°1 in outdoor advertising in Latin America (91,682 advertising panels)
  - N°1 in outdoor advertising in Africa (25,337 advertising panels)
  - N°1 in outdoor advertising in the Middle East (21,300 advertising panels)
- (a) Adjusted revenue

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