

# JCDecaux

## JCDecaux's self-service bicycles surpass the landmark of 500 million rentals worldwide

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**Paris, 14 January 2016 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide and number one in self-service bicycle hire schemes, announces that its self-service bikes have now been hired more than 500 million times worldwide since the launch of the schemes.

With more than 12 years of international experience and 670,000 long-term subscribers, JCDecaux's 52,000 bicycles and 4,300 stations are located in 70 cities across 13 countries throughout Europe and Asia-Pacific and have covered more than a billion kilometres worldwide.

As a pioneer in soft mobility with the installation of the first bicycles in Vienna (Austria) in 2003, JCDecaux has developed and advanced its self-service bicycle systems to reach record numbers of hires, whilst maintaining a positive relationship with users. In October 2015, the Customer Relations Department of Cyclocity – JCDecaux's bicycle hire service – won the Customer Service of the Year award for 2016 in the "Individual Transport" category, a testament to an effective organisation and the excellence of its services.

Building on this success, JCDecaux, which strives to anticipate the needs of cities and their inhabitants, continues to be innovative. Its self-service electric bikes with a lightweight portable battery (e-bikes) were launched in April 2015. From 30 November to 13 December 2015, during the COP21 (of which JCDecaux was an official partner) a positive energy station equipped with 30 e-bikes was exhibited in Paris, allowing users to test the benefits of this new soft, urban and shared mode of transport.

Providing a complement to public transport, self-service bicycle schemes have been shown to improve the quality of city life and to optimise travel options, in line with current environmental and public health targets. The success of JCDecaux's bike hire scheme is largely based on the early decision to make the service widely available and easily accessible. The scheme also increased bicycle use in cities thanks to a carefully tailored pricing strategy, with payment made via credit cards, link ups with other public transport cards and online payments, as well as instructions in foreign languages on the terminals. The success is also the result of delivering city-wide networks, reliable equipment, high quality maintenance and an effective system to regulate the distribution of bikes, as well as a high quality Customer Relations Department, which has been an NF-certified "Customer Relations" Department since July 2014.

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux,** said: *"We are very proud of the success of our self-service bicycles. By hitting the landmark number of 500 million rentals, our self-service bicycle systems confirm the users' ever-growing enthusiasm for this user-friendly and ecological scheme. Thanks to the work of the JCDecaux teams, who provide rigorous maintenance and optimised regulation of all of the systems on a daily basis, five self-service bicycles are rented every two seconds, on average, in the world. With this innovative scheme, which resulted from an overall analysis of travel options and quality of urban life, JCDecaux has reinvented cycling in cities. It has made cycling a real alternative form of transport that complements all existing public transport networks, meeting the needs of local communities with a sustainable solution, through a virtuous business model that protects their budgets by providing a public service funded by advertising."*

*This success will reinforce our position as the number one worldwide in self-service bicycles, inspiring us with even greater energy and creativity in our drive to further revolutionise the concept of sustainable mobility."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## Key Figures for the Group

- 2014 revenues: €2,813 million; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is listed on the FTSE4Good index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in Europe (708,000 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

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### Cyclocity cities in France 12 systems – 52 cities

	System Name
Lyon (2005)	vélo'v
Paris (2007)	Vélib'
Besançon (2007)	VéloCité
Mulhouse (2007)	Vélocité
Marseille (2007)	le vélo
Toulouse (2007)	VélôToulouse
Rouen (2007)	Cy'clic
Amiens (2008)	Vélam
Nantes (2008)	bicloo
Nancy (2008)	VélOstan'lib

### Cyclocity cities abroad 18 cities – 12 countries

	System Name
Vienna (2003)	Citybike Wien
Cordova (2003)	Cyclocity
Gijon (2004)	Gijon Bici
Brussels (2009)	Villo!
Seville (2007)	Sevici
Luxembourg (2008)	vel'oh!
Santander (2008)	Tusbic
Dublin (2009)	dublinbikes
Toyama (2010)	Cyclocity Toyama
Valence (2010)	Valenbisi
Göteborg (2010)	Styr & Ställ
Brisbane (2010)	CityCycle
Ljubljana (2011)	Bicikelj
Namur (2012)	Li bia velo
Lillestrom (2013)	Bysykkel
Kazan (2013)	Veli'K
Vilnius (2013)	Cyclocity® Vilnius
Lund (2014)	Lundahoj