

## JCDecaux receives « Janus de l'Industrie 2015 » award

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**Paris, 6 July 2015** – JCDecaux SA (Euronext Paris : DEC), the number one outdoor advertising company worldwide, announces that it has been awarded with the “Grand Prix Design de la Réussite” award by Matthias Fekl, Minister of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad, during the “Janus de l'Industrie” ceremony organised by the French Institute of Design.

Innovation has been at the heart of JCDecaux's strategy since the company was founded, in the creation of street furniture that combines public service, quality design and efficiency. The “Grand Prix Design de la Réussite” award recognises more than 50 years of creativity and a unique ability to design furniture which is of service to citizens whilst, at the same time, fitting seamlessly into the urban environment.

Since the 1980s, convinced that design contributes to the beautification of the urban landscapes, the Group has called upon the most reputable international designers as well as young talents who have gone on to become recognised throughout the world, to create functional and aesthetically pleasing street furniture which facilitate the daily life of citizens in more than 70 countries.

The success of JCDecaux's business model makes it a showcase for French expertise throughout the world thanks to the expertise and diversity of its teams, especially its in-house Research & Development Department.

For the past 65 years, the French Institute for Design has promoted all types of companies that provide the best products and services. The Janus award recognises the achievements of companies that excel in combining design and economic success. With the “Grand Prix Design de la Réussite” award, the judges particularly want to reward companies that have long-term success in France and internationally through their approach to design. The innovations they provide thanks to their expertise and their team members' knowledge, is life-changing for the client and provides a real service to society.

**Jean-Charles Decaux, Co-CEO of JCDecaux**, declared: *“We are honored to receive this award which is considered to be the reference for excellence in design which is itself embedded in JCDecaux's DNA. For the past 50 years, our constant aim to provide the best assets to cities, citizens and brands has been based on an ambitious, in-house policy both in terms of research & development and cleaning/maintenance. I dedicate this award to our teams and congratulate them whole-heartedly for their unrelenting quest for new solutions whether they concern the design of our street furniture, its long life expectancy in the urban environment or the features which are always at the cutting edge of innovation”.*

### Key Figures for JCDecaux

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (491,950 advertising panels)
- N°1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- N°1 in Europe for billboards (180,590 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- N°1 in outdoor advertising in Latin America (51,150 advertising panels)
- N°1 in outdoor advertising in Africa (36,000 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly 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

**Communications Department:** Agathe Albertini

+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investor Relations:** Arnaud Courtial

+33 (0) 1 30 79 79 93 – [arnaud.courtial@jcdecaux.fr](mailto:arnaud.courtial@jcdecaux.fr)



JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

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