

OVERVIEW



PORTFOLIO



DIGITAL PRESENCE



TOP ADVERTISERS AND CATEGORIES



ACTIVITIES BY MARKET



CREATIVE SOLUTIONS



2017 KEY FIGURES

Click each tile for more info

Revised 16.04.2018

JCDECAUX OVERVIEW



Outdoor Advertising Company



Worldwide



Europe



Asia Pacific



Latin America



Africa



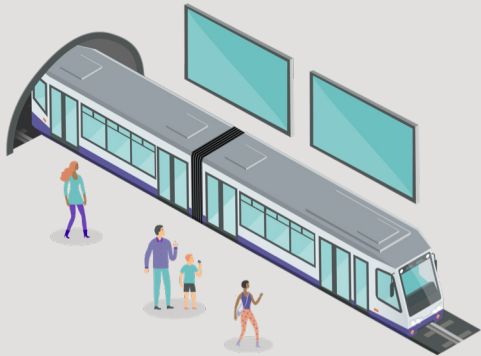
Middle East



Worldwide



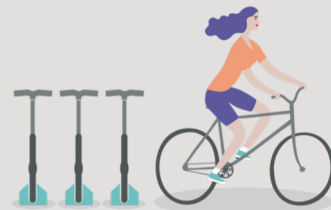
Street Furniture



Transport Advertising



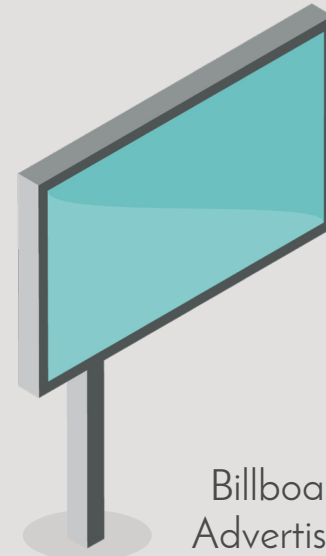
Airport Advertising



Self Service Bicycles



Europe



Billboard Advertising



JCDECAUX HAS OPERATIONS IN



80+
Countries



Chicago, USA
Universal



4,033
Cities*

* With population > 10,000



JCDECAUX COUNTRIES

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China*
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Dominican Republic
Ecuador
El Salvador
Estonia
Finland
France
Gabon***

Germany
Guatemala
Honduras
Hungary
Iceland
India
Israel
Italy
Ivory Coast***
Japan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar***
Namibia
Netherlands
Nicaragua
Norway
Oman
Panama

Peru
Poland
Portugal
Qatar
Republic of Ireland
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Swaziland
Sweden
Switzerland**
Tanzania
Thailand
UAE
Uganda
United Kingdom
Ukraine
Uruguay
USA
Uzbekistan
Zambia
Zimbabwe



80+ Countries

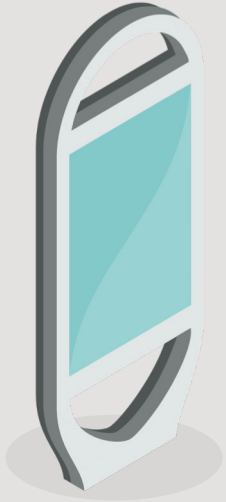
* Including Hong Kong and Macau

** Through partnership with APG|SGA (no city or panel figures included in this report)

***No city or panel figures included in this report



PORTFOLIO

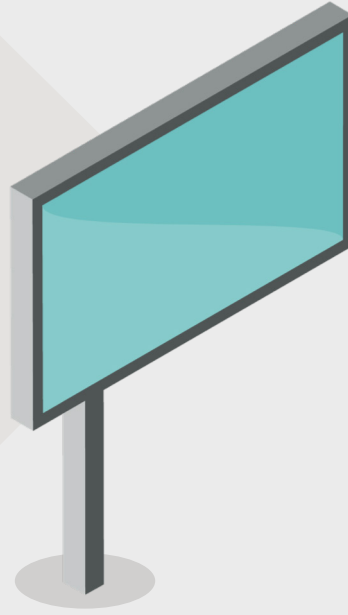


Street Furniture

543,050 Panels

2,110 Cities*

68 Countries

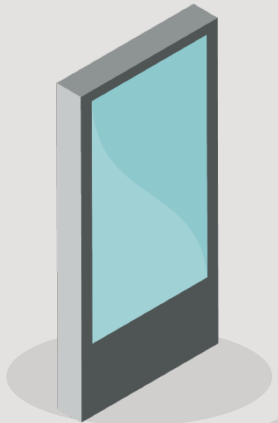


Large Format

174,670 Panels

2,775 Cities*

56 Countries



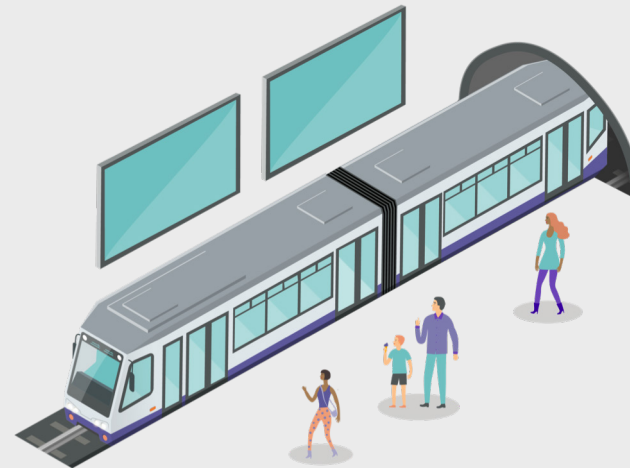
Airport

43,050 Panels**

218 Airports

38 Countries

218 Concessions



Transport***

356,320 Panels

49 Countries

* With population > 10,000 (Street Furniture inc. Shopping Malls, Petrol Stations and POS)

** Excludes trolley panels *** Includes Airport



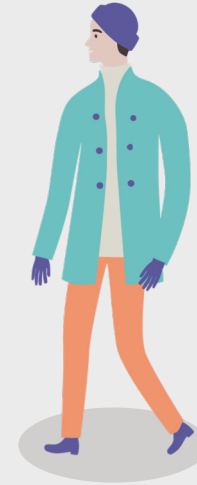
STREET FURNITURE



Tokyo, Japan
Suntory

* Includes Shopping Malls, Petrol Stations and POS

** With population > 10,000



543,050
Panels*



2,110
Cities**



68
Countries

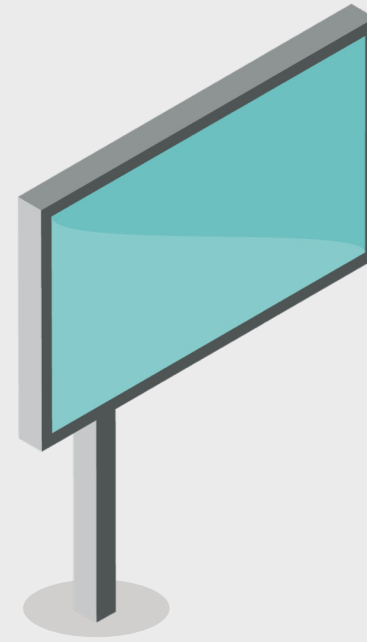


LARGE FORMAT



Paris, France
Huawei

* With population > 10,000



174,670
Panels



2,775
Cities*



56
Countries

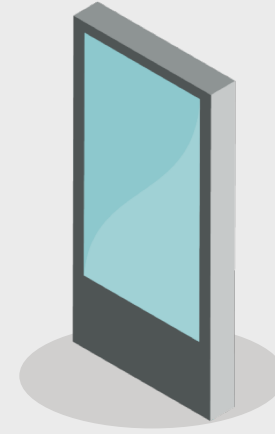


AIRPORT



Dubai, UAE
Giorgio Armani

* Excludes trolley panels



43,050
Panels*

218
Airports



38
Countries



AIRPORT

7 of the **Top 10** airports
Worldwide

218 airport concessions in
38 countries



China

Beijing (PEK), Hong Kong (HKG)
Shanghai (PVG), Guangzhou (CAN)



France

Paris (CDG)



Germany

Frankfurt (FRA)



Singapore

Singapore (SIN)



Thailand

Bangkok (BKK)



UAE

Dubai (DXB)



UK

London (LHR)

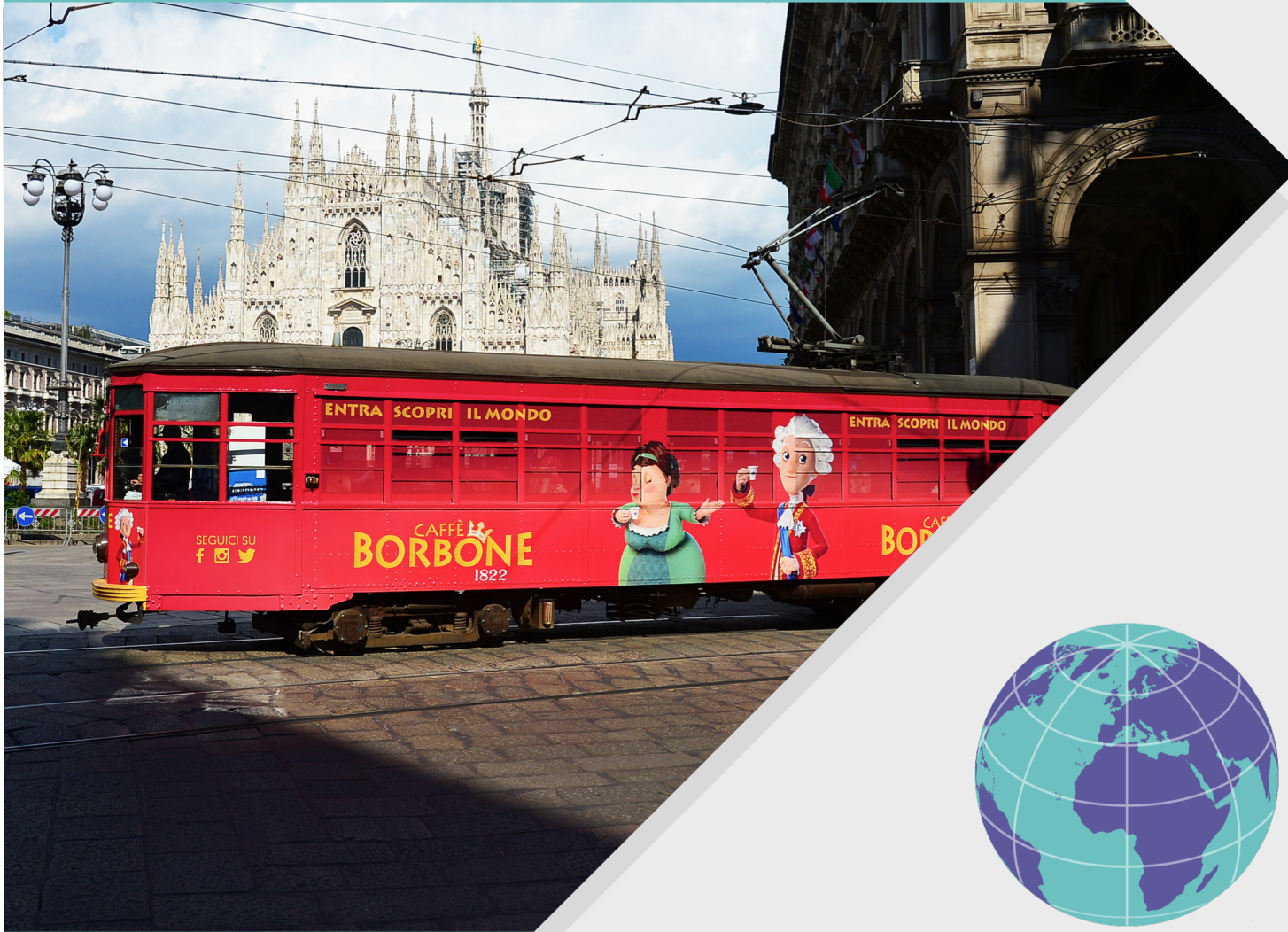


USA

Los Angeles (LAX),
New York (JFK), Dallas (DFW)



TRANSPORT



Milan, Italy
Caffè Borbone

* Includes Airports



49
Countries

356,320
Panels*



TRANSPORT

Major **Metro** Concessions



252 transport concessions in
29 countries



AIRPORT/TRANSPORT

470 concessions across 49 countries

	Algeria	Angola	Australia	Austria	Bahrain	Belgium	Brazil	Cameroon	Chile	China*	Colombia	Czech Rep.	Denmark	Dominican Rep.	Finland	France	Germany	Hungary	India	Italy	Latvia	Lesotho	Luxembourg	Madagascar	Malawi	Mexico	Mozambique	Netherlands	Norway	Oman	Panama	Peru	Poland	Portugal	Qatar	ROI	Russia	Saudi Arabia	Singapore	South Africa	Spain	Swaziland	Tanzania	Thailand	UAE	UK	Uruguay	USA	Zambia		
 AIRPORT 38	●	●		●	●	●				●	●	●	●	●		●	●		●	●	●	●	●	●	●		●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
 METRO 12				●		●	●		●	●		●			●		●		●	●												●																			
 BUS 17	●		●	●		●			●	●		●					●	●		●						●					●	●			●														●		
 TRAIN 12			●	●				●					●		●				●									●						●							●						●				
 TRAM 13			●	●		●				●		●	●	●	●		●	●	●									●							●																
 OTHER** 5										●		●						●	●															●																	

* Including Hong Kong and Macau

** Taxi, Trolley Bus, Cable Car, Bikes

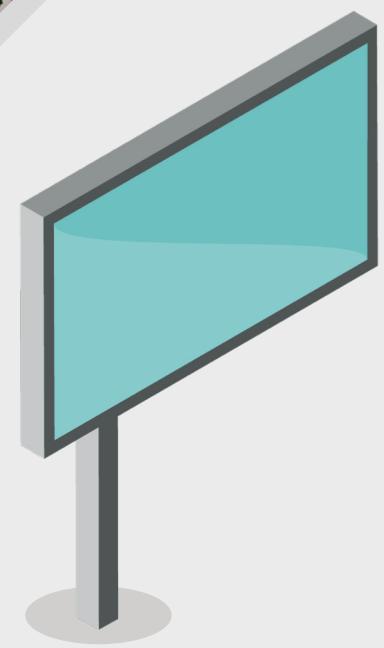


ROADSIDE GLOBAL COVERAGE



New York, USA
Givenchy

Large Format
activity in **56** countries



Street Furniture
activity in **68** countries



ROADSIDE EUROPEAN DOMINATION



Hamburg, Germany
Converse



Large Format

A presence in
43 of the **Top 50**
European cities
through either



Street Furniture



Principal Street Furniture operator
in **36** of the **Top 50 European cities**
including:

- London
- Madrid
- Vienna
- Budapest
- Berlin
- Paris
- Hamburg
- Milan



DIGITAL PRESENCE



Chicago, USA
FOX 32

59,757

Digital Advertising
Screens



Street Furniture

2,198 Advertising Screens
17 Countries



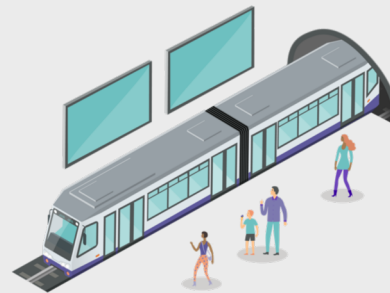
Large Format

510 Advertising Screens
19 Countries



Shopping Malls

2,425 Advertising Screens*
16 Countries



Transport

48,286 Advertising Screens
15 Countries



Airports

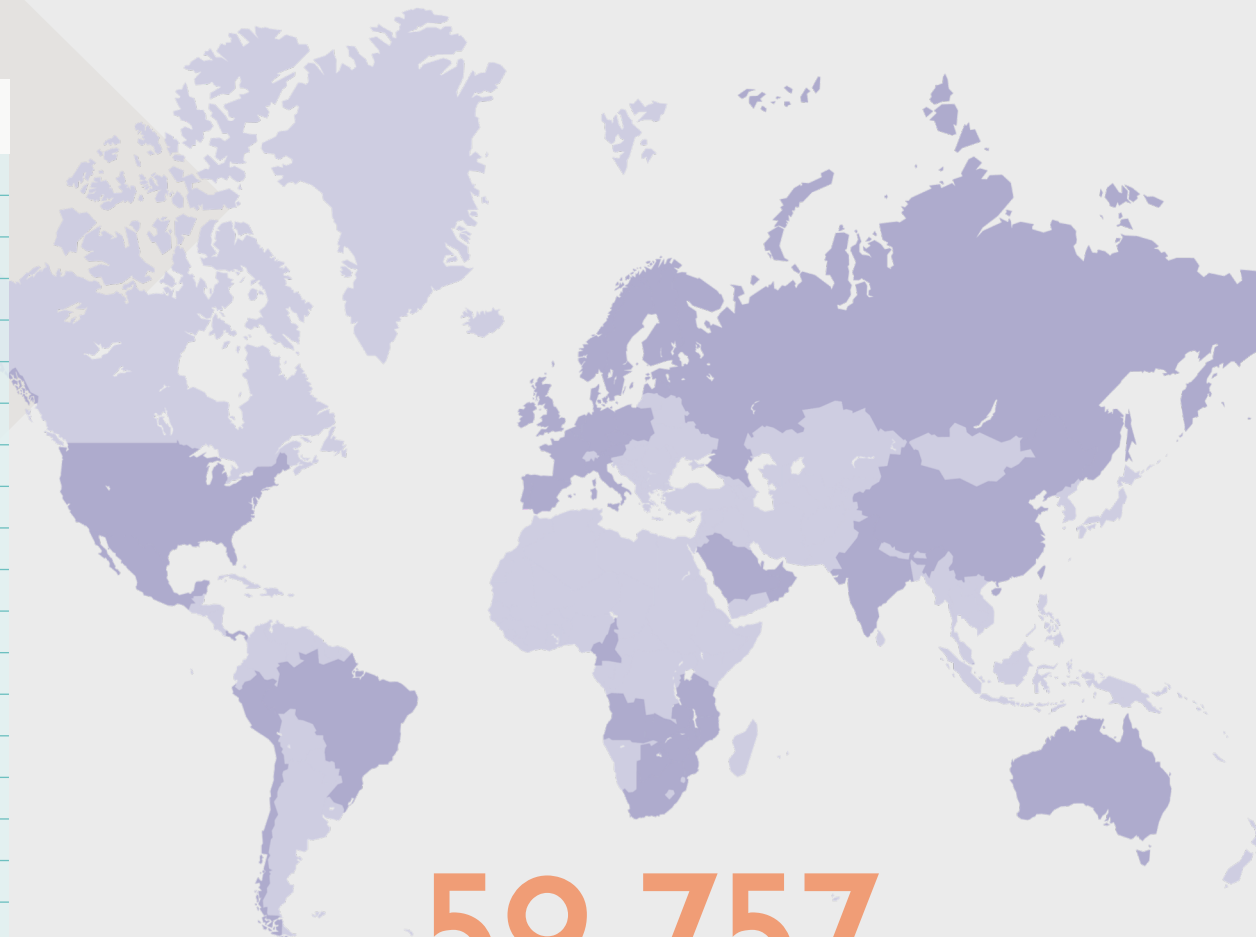
6,338 Advertising Screens
27 Countries

* Includes 500 advertising screens in Supermarkets



DIGITAL PRESENCE

	☎	🏪	📺	🚊	✈		☎	🏪	📺	🚊	✈
Angola			•		•	Netherlands	•				
Australia	•			•		Norway		•	•	•	
Austria			•	•		Oman					•
Belgium	•	•		•	•	Panama	•	•	•		•
Botswana	•					Peru		•		•	•
Brazil	•				•	Poland					•
Chile			•			Portugal	•	•			•
China*	•			•	•	Qatar		•			
Czech Rep.				•	•	ROI		•	•		
Denmark	•	•		•		Russia	•		•		•
Estonia			•			Saudi Arabia					•
Finland	•	•		•		Singapore		•			•
France	•	•	•		•	South Africa	•		•	•	
Germany	•		•	•	•	Spain		•	•	•	•
India					•	Sweden	•	•			
Italy	•			•	•	Tanzania			•		•
Latvia					•	UAE			•		•
Luxembourg					•	UK	•	•	•	•	•
Malawi					•	USA		•	•	•	•
Mexico		•	•			Zambia			•		•
Mozambique					•	Zimbabwe			•		



59,757

Digital Advertising Screens

- ☎ Street Furniture
- 🏪 Retail
- 📺 Large Format
- 🚊 Transport
- ✈ Airport

* Including Hong Kong and Macau



CREATIVE SOLUTIONS

Building engagement with global audiences



Barcelona - Gucci

London Heathrow - Burberry



Hong Kong - Zuiji



Santiago de Chile - Andes Film

CREATIVE SOLUTIONS

Building engagement with global audiences

Chicago - Google



Shanghai - Hema



London - Warner Bros



Hong Kong - LVMH



Paris - Universal Pictures



ADVERTISERS GROUP TOP 10



Berlin, Germany
Samsung



Unilever



*Advertisers displayed in alpha order



CATEGORIES GROUP TOP 10



London, UK
Prada

	Retail
	Entertainment, Leisure and Film
	Personal Care and Luxury Goods
	Finance
	Food and Beverage
	Telecoms and Technology
	Automobile
	Services
	Travel
www	Internet



JCDECAUX: EUROPE



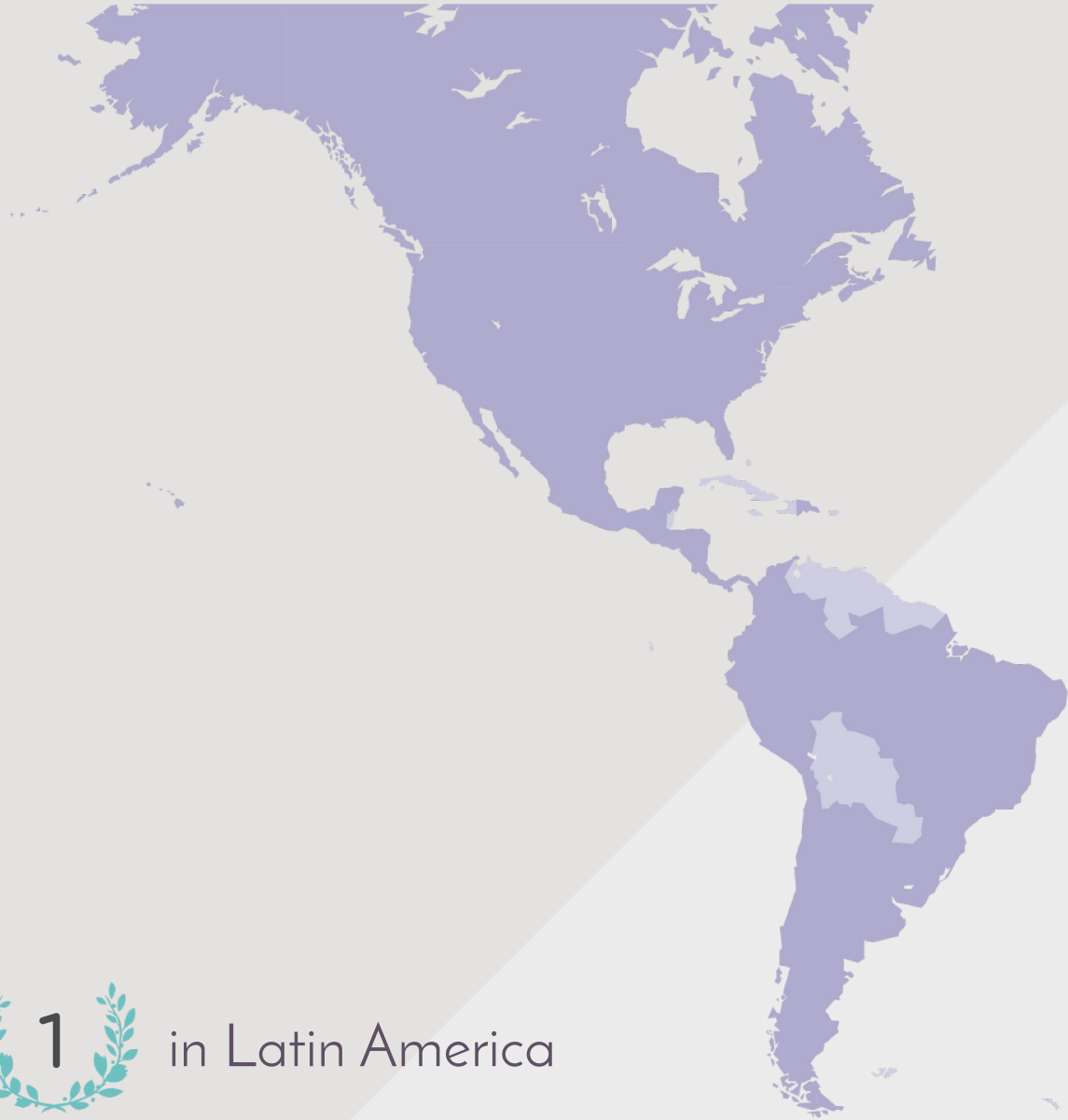
									
Austria	•	•		•	Lithuania	•	•		
Belgium	•	•	•	•	Luxembourg	•		•	
Bulgaria	•	•			Netherlands	•	•		•
Croatia	•	•			Norway	•	•		•
Czech Republic	•	•	•	•	Poland		•	•	
Denmark	•	•	•	•	Portugal	•	•	•	•
Estonia	•	•			ROI	•	•	•	•
Finland	•			•	Slovakia	•	•		
France	•	•	•		Slovenia	•	•		
Germany	•	•	•	•	Spain	•	•	•	•
Hungary	•	•		•	Sweden	•	•		
Iceland	•				Switzerland*	•			
Italy	•	•	•	•	UK	•	•	•	•
Latvia	•	•	•						

 Street Furniture
  Large Format
  Airport
  Transport

* Through our partnership with APG|SGA (no city or panel figures included in the following report)



JCDECAUX: THE AMERICAS



				
Argentina		•		
Brazil	•	•	•	•
Canada	•			
Chile	•	•		•
Colombia	•		•	
Costa Rica	•	•		
Dominican Rep.	•	•	•	
Ecuador	•			
El Salvador	•	•		

				
Guatemala	•	•		
Honduras		•		
Mexico	•	•		•
Nicaragua		•		
Panama	•	•	•	•
Peru			•	•
Uruguay	•	•		•
USA	•	•	•	•

 **1** in Latin America

 Street Furniture
  Large Format
  Airport
  Transport








JCDECAUX: ASIA PACIFIC



					
Australia	•			•	
China*	•	•	•	•	
India	•		•	•	
Japan	•				
Mongolia	•				
Singapore	•	•	•		•
South Korea	•				
Thailand	•		•		

 **1** in Asia Pacific

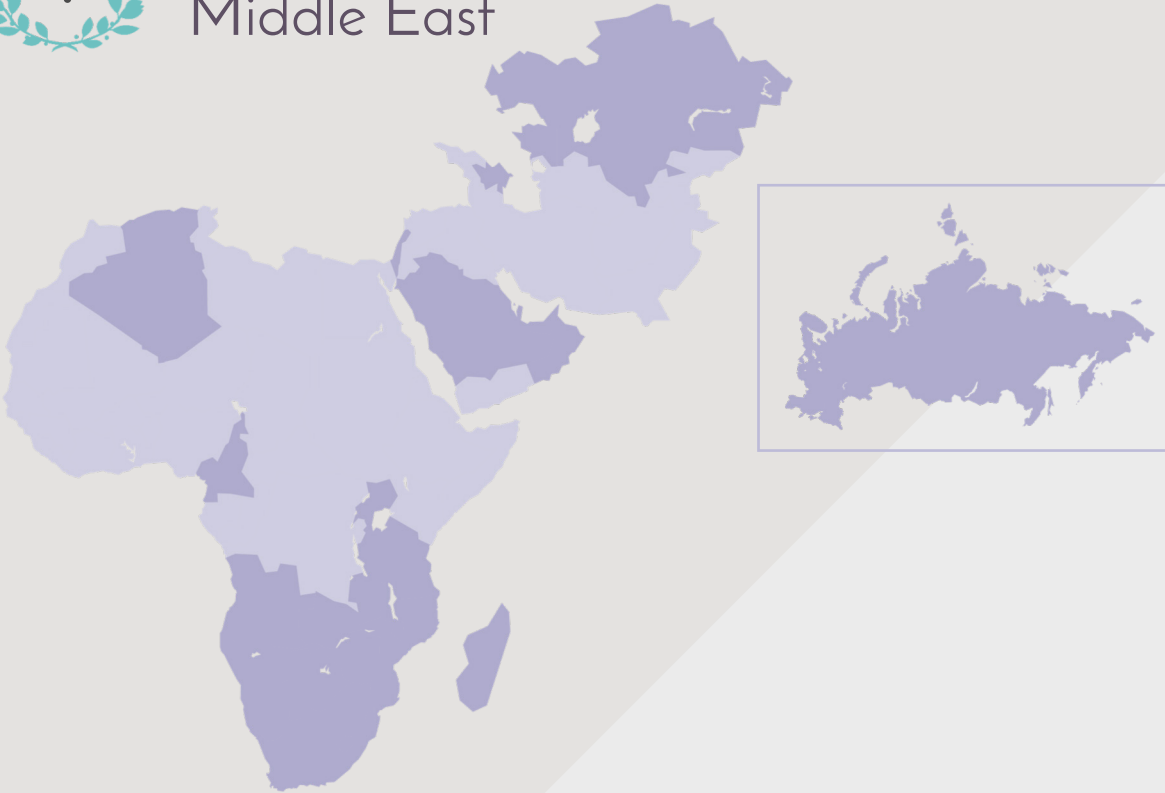
 Street Furniture
  Large Format
  Airport
  Transport
  Cinema

* Includes Hong Kong & Macau







JCDECAUX: REST OF THE WORLD





1 in the Middle East







1 in Africa

				
Algeria			•	•
Angola	•	•	•	
Botswana	•	•		
Cameroon	•			•
Lesotho	•	•	•	
Madagascar	•	•	•	
Malawi	•	•	•	
Mauritius		•		
Mozambique	•	•	•	
Namibia		•		
South Africa	•	•	•	•
Swaziland	•	•	•	
Tanzania	•	•	•	
Uganda		•		
Zambia	•	•	•	
Zimbabwe	•	•		

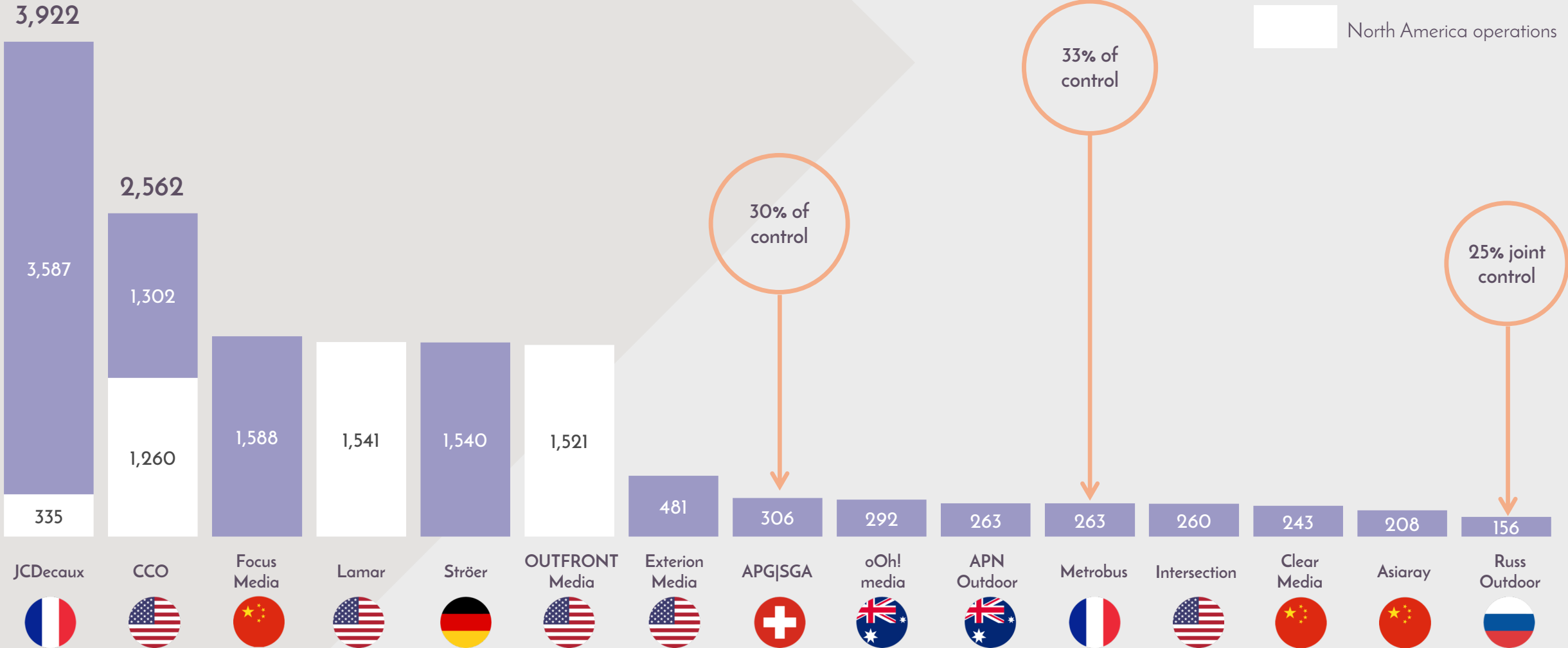
				
Bahrain			•	
Israel	•			
Oman	•		•	
Qatar	•	•		•
Saudi Arabia			•	
UAE	•		•	

				
Azerbaijan	•			
Kazakhstan	•			
Russia	•	•	•	•
Ukraine	•	•		
Uzbekistan	•	•		

 Street Furniture
  Large Format
 Airport
  Transport

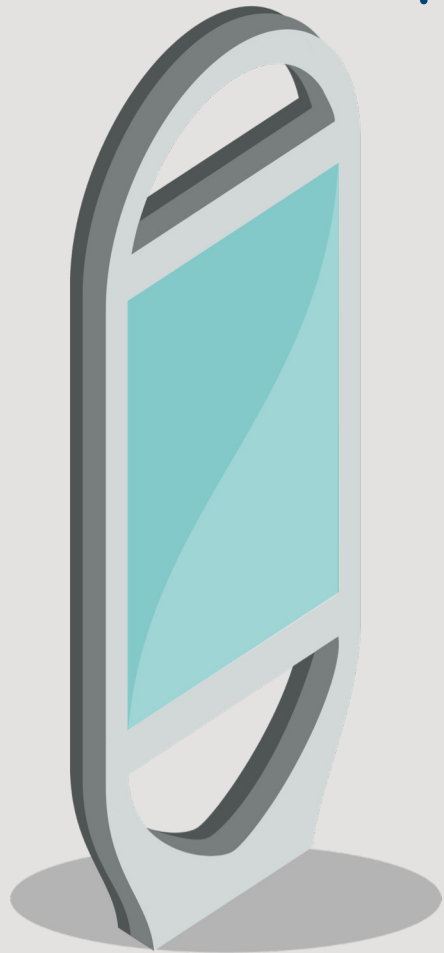
2017 OUTDOOR REVENUE (\$M)

International operations excluding North America
 North America operations



2017

KEY FIGURES



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Your world connected

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