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JCDECAUX SINGAPORE UNVEILS NEW DIGITAL ADVERTISING NETWORK AT ION ORCHARD

Singapore, November 3rd 2015– JCDecaux Singapore, the Best Out Of Home Media Company in the republic and subsidiary of the No.1 Outdoor Advertising Company in the world announces the launch of a brand new Digital Advertising Network at ION Orchard, Singapore’s prime retail and lifestyle destination.

Following the successful launch of the “Digital Fashion Network” in July, JCDecaux unveils a new Network of 80-inch digital screens in the mall, packaged as the “Premium ION Link Digital Network”.

Located at key touch points along the busiest linkways of Orchard Road, the brand new Network comprises of 9 screens unmissable to shoppers and train commuters passing by. As the exclusive media platform within the linkway, “ION Link Digital Network” is a unique opportunity for brands to effectively cover 100% of the audience. Maiden advertisers H&M, Juicy Couture and PuTien commenced advertising at this prime location.

In addition, JCDecaux has completed its second phase of upgrading work, increasing the screen size of the “Digital Lift Lobby Network” from 19” to 24”. This network comprises 34 LCD screens installed across all Lift Lobbies and is the only media solution covering the eight levels of the award winning mall. Acuvue and Moncler are currently running their campaigns on the Digital Lift Lobby Network.



“The new installations at ION Orchard Link delivers a high quality digital advertising footprint to the former Orchard Underpass through which more than half a million people pass every week” said **Mr. Ashley Stewart, Managing Director, JCDecaux Singapore.**

“ION Orchard Link serves as a vibrant underground retail walkway that extends the mall’s current retail offerings. As our second underground link after ION Paterson Link, this high-traffic walkway provides shoppers and commuters with quick and easy way to access ION Orchard. We are certain that the new ION Link Digital Network will serve the latest trends and offerings, lending a lifestyle dimension to this fast-paced location and will enhance the overall shopper and commuter experience.” said **Mr. Chris Chong, Chief Executive Officer, Orchard Turn Developments.**

ABOUT JCDECAUX

In Singapore since 1999, JCDecaux Singapore has been committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

JCDecaux’s advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways, Large Format and Cinema advertising.

For the 6th consecutive year and the 8th time in 10 years, JCDecaux has been voted the best OOH Media Company in Singapore, in Marketing Magazine’s annual survey of key marketing decision makers.

JCDecaux is the definitive choice for brands targeting High Net Worth Individuals, Fashion and Luxury buyers as well as young PMEB’s.



KEY FIGURES FOR THE GROUP

- Founded in 1964
- 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
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with 140 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 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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