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JCDECAUX DELIVERS GREATER IMPACT WITH LAUNCH OF AUDIO ENABLED DIGITAL NETWORKS

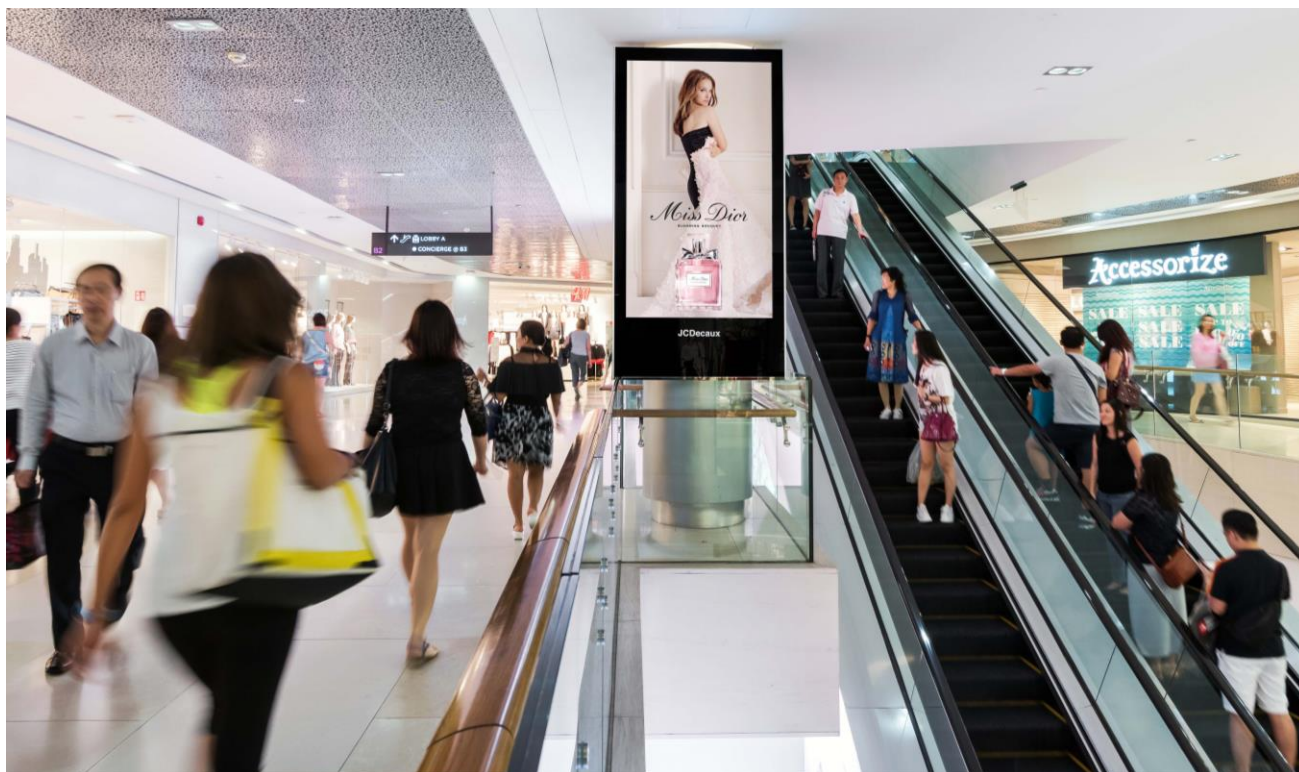
Singapore, February 22, 2016 – JCDecaux, the leading Out-Of-Home Advertising Company in Singapore and No. 1 Outdoor Advertising Company in the world delivers greater impact with the launch of its newly audio enabled digital networks at ION Orchard, broadcasting dynamic digital advertisements with the additional dimension of sound.

Situated at high traffic zones, JCDecaux's two stellar digital networks at ION Orchard – the ION Digital Fashion Network and ION Link Digital Network have been recently enhanced with audio capabilities. The new dimension of sound accompanied by stimulating digital content on the 80" MUPs, commands 100% of shoppers and train commuters' attention, engaging advertisers' target audience more effectively as they immerse completely in the brand message.

Dior is the maiden advertiser on the enhanced digital network, promoting their Miss Dior fragrance.

Marketing Department
Laetitia de Seroux-Gerhardt
Marketing Director
laetitia.deseroux@jcdecaux.com.sg
T: (65)-6331-9393

JCDecaux Singapore Pte Ltd
8 Temasek Boulevard
#33-02 Suntec City Tower 3
Singapore 038988
T: (65)-6333-6639



ABOUT JCDECAUX SINGAPORE

In Singapore since 1998, The Company is 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 5th consecutive year – and the 7th time in 9 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.



2006 2007 2010
2011 2012 2013
2014 2015

KEY FIGURES FOR THE GROUP

- 2015 revenues: €3,208m
- JCDecaux is listed on the Euronext 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 170 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 Europe (708,000 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

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