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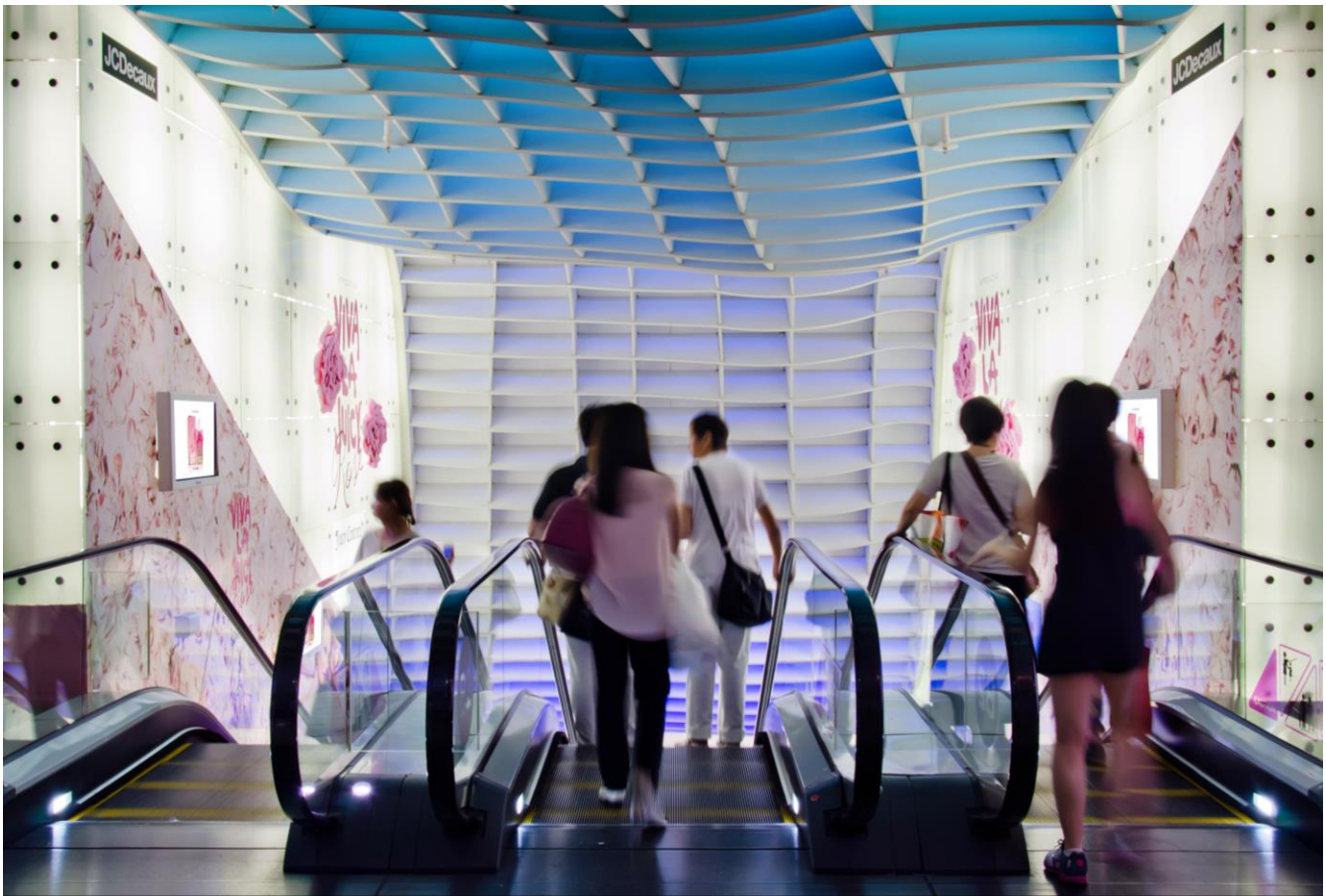
JCDECAUX DISPLAYS LATEST JUICY COUTURE CAMPAIGN WITH SPECIAL 3D ROSE FEATURE

Singapore, April 20th, 2016 – JCDecaux, the leading Out-Of-Home Advertising Company in Singapore and No. 1 Outdoor Advertising Company in the world, is the selected platform for Juicy Couture's latest fragrance with creative execution at ION Orchard, Digital Dragon's Tail advertising site.

Juicy Couture showcases their latest fragrance *Viva La Juicy Rosé* with digital, static and 3D displays, captivating their target audience throughout the 45-second dwelling period on the escalators. This is JCDecaux's second showcase with customised 3D displays installed at the Digital Dragon's Tail.

Commenting on the selection of ION Orchard Digital Dragon's Tail advertising site, Regional Marketing Director of Elizabeth Arden Asia Pacific, Carolyn Ong said, "ION Orchard has a strong foothold of 4.2 million shoppers a month, and the massive advertising space at Digital Dragon's Tail allows us to be creative in simulating a whimsical garden oasis with the special use of 3D flowers display for maximum brand exposure."

In addition, geo-targeting has been adopted to target shoppers within ION Orchard, especially those on the Digital Dragon's Tail, with messages sent to direct them to the point-of-sales to redeem a fragrance sample.



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.



KEY FIGURES FOR THE GROUP

- 2015 revenues: €3,208m
- 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 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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