



JCDECAUX SINGAPORE EXPANDS ADVERTISING FOOTPRINT THROUGH NEW MEDIA PARTNERSHIP WITH SUNTEC CITY

Singapore, September 9th 2016— JCDecaux, the leading Out-Of-Home Advertising Company in Singapore and No. 1 Outdoor Advertising Company in the world is expanding its advertising footprint in Singapore with a new advertising partnership with Suntec City .

Suntec City is an iconic integrated commercial development comprising five prestigious office towers, a world class convention centre and one of Singapore's largest retail malls. Located in the Marina Bay Precinct within Singapore's CBD, Suntec City is popular with shoppers, the large catchment of PMEBs, tourists and conference delegates.

JCDecaux's media sites are located at prominent key touch points, with high traffic flows and dwelling time, in and outside the Mall, offering advertisers the unique opportunity to reach out to shoppers, tourists and business executives in the area.

Commenting on the partnership, Ms Pow Lay Kuan, CEO of APM Property Management Pte Ltd, the Property Manager of Suntec City said, "We are pleased to partner JCDecaux for the marketing of our media sites at the City. As one of the largest integrated commercial development with a monthly traffic of more than three million visitors, Suntec City offers an excellent platform for advertisers to reach out to affluent consumers and key business decision-makers."

"We are delighted to be the exclusive marketing partner for these key media sites at Suntec City. JCDecaux is always looking for ways to bring value to both advertisers and partners alike. Our strategically placed advertising spaces at Suntec City provides advertisers a great opportunity to showcase their brands to a sought-after profile of consumer and business audiences." Ms Evlyn Yang, Managing Director of JCDecaux Singapore.



ABOUT JDCECAUX 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 9th time in 11 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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