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JCDECAUX REVITALISES JEWEL GATEWAY ADVERTISING SITE AT ION ORCHARD

Singapore, December 29, 2015 – JCDecaux, the leading Out-Of-Home Advertising Company in Singapore and No. 1 Outdoor Advertising Company in the world revitalises Jewel Gateway advertising site at ION Orchard, with a back-lit lightbox amplifying visibility from all directions.

Located at one of the busiest link ways along the Orchard belt, the newly installed illuminating lightbox was upgraded from the original sticker bleed to offer maximum exposure to its high traffic audience and shoppers. The Face Shop is the maiden advertiser promoting their limited edition Christmas gift sets for this festive season.

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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

- 2014 revenues: €2,813m, H1 2015 revenues: €1,460m
- 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 140 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 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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