

FOR IMMEDIATE RELEASE



## JCDECAUX SINGAPORE WINS THE EXCLUSIVE MEDIA PARTNERSHIP FOR SHAW THEATRES

**Singapore, September 17<sup>th</sup>, 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 has won the exclusive media partnership for SHAW Theatres.

For more than a decade, JCDecaux has been the exclusive media partner of CATHAY, FILMGARDE and WE Cinema Operators in Singapore, a city with one of the world's highest number of movie attendants per capita per year.

Further strengthening its cinema advertising network to deliver increased reach and coverage to advertisers, the new partnership grants JCDecaux the exclusive rights to manage the on-screen advertising for SHAW Theatres around the island, including their new 9<sup>th</sup> Cineplex located at Punggol Waterway Point opening early 2016, in addition to media spaces at Shaw House.

With the addition of SHAW Theatres, the JCDecaux Cinema Network is now the largest & leading in-theatre advertising network in Singapore totaling 19 cineplexes and 145 screens (with a total capacity of 24,432 seats).



*“We are delighted to have been chosen by Shaw Theatres as their exclusive media partner. JCDecaux has a long history and deep experience in the cinema advertising industry in Singapore. Our new partnership with Shaw Theatres will deliver a superior cinema advertising product for advertisers in addition to a greatly enhanced audience.”* said **Mr. Ashley Stewart, Managing Director, JCDecaux Singapore.**

*“Shaw Theatres is pleased to work with JCDecaux as our exclusive media advertising partner. JCDecaux is responsive, open to changes and innovation in the cinema landscape, which is in line with Shaw Theatres’ mission. We are always looking to improve our Customer’s experience with best in class technology and experiences with partners such as IMAX and JCDecaux.”* said **Mr. Mark Shaw, Executive Vice President, Shaw Organization.**

**ABOUT SHAW THEATRES**

Shaw Theatres, part of the Shaw Organisation, was founded by the Shaw Brothers and has been operating cinemas in Singapore since 1927. With Shaw Theatres Waterway Point (housing Singapore’s 3<sup>rd</sup> IMAX hall) ready in early 2016, it will own eight cineplexes across the island, and they feature the latest in cinema technologies like IMAX, Dolby 7.1 Surround and RealD 3D systems. Shaw Theatres also manages a ninth cineplex, Century Cineplex, which is privately owned. For more information on Shaw Theatres and Shaw Organisation, please visit <http://www.shaw.sg>. You can also connect with Shaw on Facebook ([facebook.com/shaw.sg](https://facebook.com/shaw.sg)), Twitter ([twitter.com/shawsq](https://twitter.com/shawsq)) and YouTube ([youtube.com/ShawOnlineVideos](https://youtube.com/ShawOnlineVideos)).

**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 5<sup>th</sup> consecutive year and the 7<sup>th</sup> 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**

- 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

Marketing Department  
 Laetitia de Seroux-Gerhardt  
 Marketing Director  
[laetitia.deseroux@jcdecaux.com.sg](mailto: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