



## JCDecaux SINGAPORE EXPANDS ITS OUT-OF-HOME PRESENCE WITH NEW PARTNERSHIP WITH RAFFLES CITY SHOPPING CENTRE

**Singapore, 6<sup>th</sup> February 2018** – JCDecaux SA, the number one outdoor advertising company worldwide and Singapore's No. 1 OOH Media company is expanding its out-of-home presence with an exclusive partnership with Raffles City Shopping Centre, one of Singapore's top lifestyle shopping destinations. Under the partnership, JCDecaux will have exclusive marketing rights for Raffles City's brand new digital LED screen.

Aptly named Raffles City Digital Gateway, the 24.3 sqm (3.8m x 6.4m) portrait digital LED screen is strategically located at the main entrance of the mall with direct connection to City Hall MRT station. It is highly prominent to shoppers and diners at nearby F&B outlets, hotel guests at Fairmont, Swissotel and Raffles Hotel and visitors to Raffles City Convention Centre, Esplanade Theatres and other attractions.

The LED screen's high resolution 2.4mm pitch provides advertisers full assurance of a high quality display for both static and video advertisements. Seiko Watches is the debut advertiser of the Digital Gateway.

"We are pleased to be appointed the exclusive marketing partner by Raffles City Shopping Centre for their brand new digital media site. At JCDecaux, we endeavor to continually widen our advertising footprint, providing our clients with media solutions at choice locations. With over 250 retail and F&B outlets offering a diversified audience mix of families, PMEBs and business decision-makers, Raffles City Shopping Centre makes an excellent OOH platform," said **Ms Evelyn Yang, Managing Director of JCDecaux Singapore.**





### About JCDecaux Singapore

JCDecaux Singapore is a subsidiary of JCDecaux Group, the number one outdoor advertising company worldwide. Established in Singapore since 1999, we are committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

Voted by clients and agencies as the number one out-of-home media company 9<sup>th</sup> times since 2006, our advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways on Orchard road and the business district, Large Format billboards and Cinema Advertising.

We offer more than 500 advertising faces that reach out to more than 5 million residents and 58 million passengers at Changi airport.

### About JCDecaux Group

JCDecaux SA is the number one outdoor advertising company worldwide, the market leader in Europe, number 1 in Asia Pacific, in Latin America, in Africa and in Middle East.

Employing a total of 12,850 people, the Group is present in more than 75 different countries and 4,435 cities of more than 10,000 inhabitants and generated revenues of €3,393m in 2016