

## JCDecaux to partner the French Pavilion at Dubai 2020 World Expo

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**Paris, April 25<sup>th</sup>, 2019** – JCDecaux, the number one outdoor advertising worldwide and partner for the French Pavilion, will be working to promote France's presence at the World Expo, to be held from 20 October 2020 to 10 April 2021 on the theme of "Connecting Minds, Creating the Future", with three sub-themes, mobility, sustainability and opportunity.

### A partnership that strengthens France's visibility in the Middle East

The partnership kicks off on Sunday 28 April with a month-long campaign in Dubai to raise the profile of the French Pavilion. Elisabeth Borne, French Minister for Transport, is scheduled to lay the first stone on 2 May. The campaign to launch the partnership will feature 36 advertising lampposts (72 x 3 sq. m sides) strategically placed along the famous Jumeirah Beach Road, one of the busiest thoroughfares in Dubai attracting a premium target audience.

Providing support to France during this event, JCDecaux will ensure a presence in Dubai during the main stages of the French Pavilion between now and the opening of Dubai 2020 World Expo, as well as during key moments for the six months of the Universal Exhibition.

Dubai 2020 is the first ever World Expo to be held in the Middle East, where JCDecaux is No. 1 in outdoor advertising with a presence in five countries – the UAE, Oman, Qatar, Saudi Arabia and Bahrain – and in all outdoor advertising sectors, including street furniture, airports and other transport and large-format screens with more than 16,000 advertising sites.

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of the Group**, said: "We're proud to support France's participation at Dubai 2020 World Expo by making our advertising assets available to promote the French Pavilion in an emirate where our presence dates back to 2008. While "Connecting Minds, Creating the Future" is perfectly in line with our mission in the more than 80 countries where the Group operates and represents France, mobility and sustainability are two of the major themes of our innovation strategy. We embrace and share the human, philosophical, cultural, entrepreneurial and technological values embodied in the French Pavilion. We are honoured to promote this exceptional platform to showcase French excellence."

**Erik Linqier, Commissioner General of the French Pavilion and Chairman of the Compagnie française des expositions (COFREX)** added: "Themed "Light, Lights", the French Pavilion will bring France's vision to the international arena and will be an exceptional showcase that will increase France's attractiveness. We're delighted to have JCDecaux on board to maximise visibility for the French Pavilion at Dubai 2020 World Expo. JCDecaux is a French company that shares our goals of welcoming and enhancing the experience of residents and visitors through harmonious integration in their environment. The partnership celebrates France and helps to increase the country's profile in the region and around the world. Promotion will reflect the experiences created in the French Pavilion, from laying the first stone right through the six months of Dubai 2020 World Expo."

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Registered capital of 3,244,275.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **Key Figures for JCDecaux**

- 2018 revenue: €3,619m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (526,350 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 275 contracts in metros, buses, trains and tramways (365,950 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (646,270 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,620 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,058,830 advertising panels in more than 80 countries
- Present in 4,031 cities with more than 10,000 inhabitants
- 13,030 employees

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