

**MEDIA RELEASE****19 February 2020****JCDecaux turns Sydney Mardi Gras parade route rainbow in unique tribute to equality and diversity**

Australia's leading outdoor advertising company JCDecaux has thrown its support behind the 42nd Sydney Gay and Lesbian Mardi Gras by adding a splash of rainbow to its advertising panels along the parade route and becoming media partner for the event.

Out-Of-Home panels from Liverpool Street to Flinders Street, including Oxford Street and Taylor Square, will swap the standard white JCDecaux branding for the rainbow flag, to celebrate equality, diversity and the LGBTIQ community.

This year, JCDecaux is also an official media partner for the event and will feature advertising for the Sydney Mardi Gras festival on other street furniture, rail and transit signage across the city.

JCDecaux ANZ CEO, Steve O'Connor, said the company was proud to continue its support of such an important iconic Sydney event.

"The Sydney Gay and Lesbian Mardi Gras is one of the oldest, continuously operating LGBTIQ organisations in Australia. Its vision to promote diversity, inclusion and social justice through culture and creativity, directly aligns with JCDecaux's ethos, and our goal to be leaders in innovative, creative solutions," he said.

"Last year was our first time converting our parade route signage to rainbow colours, and we received such great feedback on this global-first initiative that we decided continue this tribute to equality. We are thrilled to be able to again participate in both the lead-up to Mardi Gras and the event itself, where more than 300,000 people join the celebrations along the parade route, in a unique, interesting way."

The JCDecaux rainbow logo will feature on all 20 of its advertising panels, including bus stops and phone bollards, along the parade route throughout the Mardi Gras festival from 16th February until 2nd March.

The Sydney Mardi Gras parade will be held on Saturday, February 29.

**ENDS**

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## About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

## Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)

- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)