

MEDIA RELEASE**21 February 2020****JCDecaux creates custom fragrance sample dispenser to showcase Calvin Klein's new genderless scent**

Sydneysiders will have the opportunity to try Calvin Klein's first-ever 'clean', unisex fragrance, CK EVERYONE, at the touch of a button, thanks to a tailor-made, sample dispensing advertising panel from leading outdoor advertising company JCDecaux.

JCDecaux has partnered with global fashion house Calvin Klein to produce the bespoke panel, which dispenses a sample of the new fragrance CK EVERYONE - a genderless scent that aims to celebrate the freedom of self-expression.

The fragrance, which is available in stores nationally, is vegan, and made from naturally derived alcohol and infused with ingredients from natural origins, making it Calvin Klein's first-ever 'clean' scent.

JCDecaux's special advertising panel, located outside popular The Galleries shopping complex in Sydney's CBD, has been specifically designed and built to dispense a sample of the fragrance, at the push of a button.

JCDecaux Head of Creative Solutions, Ashley Taylor, said the panel was a simple, yet effective way to provide a memorable sampling experience.

"We were thrilled to work with Calvin Klein on this custom panel - it's a really clever, immersive way to engage the senses and directly connect with buyers in one of Sydney's busiest shopping precincts and demonstrate the boundless creativity of Out-of-Home," she said.

"The push-button dispenser provides shoppers with an easy way to try the new fragrance, while showcasing Calvin Klein's continued desire to find innovative ways to engage their customers.

"As Sydney's Mardi Gras festival is also just around the corner, it's a perfect time to bring this type of product - a genderless scent - to the city, and to demonstrate Calvin Klein's commitment to equality, inclusivity and diversity."

Calvin Klein Group Brand Manager, Luxury Division - ANZ, Carmen Kent, said: "Calvin Klein is renowned for progressive campaigns that spark a conversation, so it was in this spirit that we wanted the launch of CK EVERYONE to continue to push boundaries. Along with our more traditional formats, we wanted to create an opportunity for consumers to physically experience the new fragrance and JCDecaux's sample dispenser capability was the perfect

opportunity to get the fragrance directly into the hands of consumers in the heart of Sydney's CBD and key retail precincts."

The dispenser panel will be on-display outside The Galleries (500 George Street) until 24 February.

Media Agency: Hyland
Client: COTY Australia
Brand/Product: CK EVERYONE

ENDS

For more information, images or interviews please contact:

Rochelle Burbury

Third Avenue Consulting

+61 (0) 408 774 577

rochelle@thirdavenue.com.au

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)