

JCDecaux confirms Steve O'Connor as CEO of combined Australian and New Zealand operations

(19 October 2018) JCDecaux, the world's largest Out-of-Home advertising company and global leader in digital Out-of-Home, today announced that Steve O'Connor, CEO of JCDecaux Australia, will assume leadership for the combined JCDecaux and APN Outdoor businesses in the region.

The appointment comes after the successful outcome of the APN shareholder meeting and the court approval, held yesterday on 18 October 2018 regarding JCDecaux's proposed transaction with APN Outdoor. The acquisition of APN Outdoor and Steve's appointment will be effective as at 31 October 2018.

Steve O'Connor, CEO of JCDecaux Australia said:

"I am excited to be assuming the expanded role of CEO at a time when the Out-of-Home industry is experiencing rapid change and growth. The combination of our two businesses will result in increased investment in product innovation and technology, enabling us to further roll out our digitisation strategy more widely.

"I am also looking forward to working with the extremely talented group of individuals from APN Outdoor and welcoming them into the JCDecaux family. As the world's largest Out-of-Home advertising company, JCDecaux brings the scale, digital expertise and data capability to best understand our audience; ultimately enabling us to provide more effective and innovative solutions for advertisers which will lead to growth in Out-of-Home market share."

Jean-François Decaux, Co-Chief Executive Officer of JCDecaux, said:

"With more than 28 years' experience in the Out-of-Home industry, 14 of which he has spent as CEO of JCDecaux's Australian operations, Steve is perfectly placed to lead the combined businesses. He has been instrumental in building our presence here into the street furniture market leader it is today.

"JCDecaux has a long and rich history in the Australian market, ever since it entered after winning contracts to supply a number of Sydney Councils architecturally designed street furniture in preparation for the Sydney Olympic Games in 2000. APN Outdoor's existing network comprising billboard, transit and airport advertising will complement and enhance our existing footprint of premium assets as we look to further expanding our digital footprint across the region. I would also like to thank APN Outdoor CEO, James Warburton, for his valuable contribution and commitment to this transaction and for leading the APN team."

Contacts

JCDecaux

Corporate Communications:
Agathe Albertini
+33 1 30 79 37 35

Investor Relations:
Arnaud Courtial

dircom@jcdecaux.com

arnaud.courtial@jcdecaux.com

JCDecaux

Domestique Consulting

Lauren Thompson

+61 2-9119-3078

lauren@domestiqueconsulting.com.au

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Biography

Steve O'Connor – CEO, JCDecaux Australia

Steve has over 28 years' experience in the Out of Home (OOH) industry having started as Sales Manager with Buspak in 1990, promoted to Sales Director in 1993 and then appointed CEO of Buspak Hong Kong three years later. Steve returned to Australia in 1998 to become CEO for Buspak Australia and New Zealand. During his six years in this role, Steve grew the organisation and established himself as a dynamic and leading force in the OOH industry. In 2004, Steve joined JCDecaux as CEO of its Australian operations and is currently responsible for more than 260 staff and a varied portfolio of out of home assets including street furniture and transit advertising. Steve has been the Outdoor Media Association (OMA) Chairman since 2014.

Key figures

- 2017 revenue: €3,493m*, H1 2018 revenue: €1,643m
- 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 (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees