

MEDIA RELEASE

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JCDecaux unveils new high impact, large format digital Portrait Network, creating in excess of 1.2 million connections with Aucklanders every week

JCDecaux has again proven its commitment to high-tech and agile outdoor solutions with the launch of five new digital portrait sites in high-traffic, highly visible locations in the heart of Auckland, delivering advertisers an average of 1.2 million[^] connections each week across the network.

The high impact JCDecaux Portrait Network digital sites are located in key shopping and entertainment precincts in the inner-city suburbs of Epsom, St Lukes, College Hill, Kingsland and Remuera, to ring-fence the Auckland CBD. They deliver advertisers a high frequency platform in a portrait format, providing more creative opportunities with greater impact.

The network offers brands increased flexibility in creative messaging, with the opportunity to run messages that are reactive, tactical and location specific, to drive consumer engagement and relevance.

Each of the converted static sites measures 3.1m by 4.8m and will appeal to advertisers with a strong preference for portrait orientation artwork.

JCDecaux Country Head, Mike Watkins, said: "These locations have been carefully selected to target the most desirable demographics in Auckland. Advertisers now have the opportunity to easily purchase our Portrait Network covering the most sought-after inner city suburban locations, all with high volume traffic flows and long dwell times."

The five new digital portrait sites follow the recent launch of two JCDecaux digital billboards at Auckland International Airport and on the iconic Parnell Bridge, and are a key part of the company's ongoing digitisation strategy to prioritise sites in prominent outdoor locations.

More sites will be added to the Portrait Network over the course of the year.

Further details of the five digital portrait sites include:

JCDecaux Epsom: This premium digital portrait panel reaches more than 32,000 Aucklanders^ each week and has an ad frequency of 5.1. It is located on the corner of Manukau and Owens Road. Situated at traffic lights for long dwell times, the busy Manukau Road provides a long, straight lead in as it targets traffic and pedestrians heading toward Auckland's premier shopping precinct, Newmarket.

JCDecaux St Lukes: Located at one of Auckland's busiest 4-way intersections on the corner of St Lukes, Sandringham and Balmoral Road, this digital portrait site reaches more than 28,000 people^ each week with an ad frequency of 9.6. It has long dwell times and is a lead in en-route to Westfield St Lukes and Eden Park.

JCDecaux College Hill: Located on the corner of College Hill and Beaumont Street, opposite Victoria Park and New World supermarket, this premium digital portrait site reaches more than 28,000 people^ each week with an ad frequency of 8.8. It targets Auckland's most desirable demographic heading towards Ponsonby, Herne Bay, St Marys Bay and the North Shore, with heavy traffic volume during peak hours.

JCDecaux Kingsland: Located in the heart of Kingsland, this digital portrait site reaches 34,000 people^ each week with an ad frequency of 8.8. It is set at one of Auckland's busiest intersections and is viewed from multiple traffic flows, including Bond St Bridge and New North Road. Adjacent to one of Auckland's

best dining and entertainment areas, audience numbers surge on Eden Park game days.

JCDecaux Remuera: Located on Remuera Road in the heart of the shopping precinct, this site reaches 21,000 people[^] weekly and has an ad frequency of 8.7. The best billboard in the village, with the added impact of high quality digital, this site is viewed by all traffic heading through Remuera and on towards the affluent Eastern suburbs.

Source: [^] Calibre - JCDecaux outdoor measurement tool

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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 a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 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 business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

Key figures

- 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