

MEDIA RELEASE

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JCDecaux and Scentre Group announce roadside advertising partnership

JCDecaux Australia & New Zealand and Scentre Group today announced an exclusive partnership that will see JCDecaux develop and manage a premium portfolio of external roadside advertising touchpoints at Scentre Group's Westfield living centres in Australia and New Zealand.

The new partnership is based on a 10-year agreement which will see the two companies work together to introduce world-class signage and technology, giving marketers an exciting new opportunity to reach audiences and communities.

Scentre Group's 41 Westfield living centres are strategically located in key growth corridors across Australia and New Zealand. With 65 per cent of Australians and New Zealanders living within 30 minutes of a Westfield living centre, they play an important role as essential social infrastructure in their local communities. The unique location of these roadside advertising assets will offer advertisers a new opportunity to reach audiences at scale, via high-impact formats utilising world-leading digital technology, such as high-resolution, transparent digital screens.

Under the agreement, JCDecaux will secure planning approvals, and manage the development and maintenance of the signage.

Steve O'Connor, Chief Executive Officer, JCDecaux Australia & New Zealand said: "Our relationship with Scentre Group is a very strong one, founded on mutual respect, and we are delighted to be working together on these significant new opportunities in Australia and New Zealand.

"The environment around Scentre Group's portfolio represents a powerful marketing opportunity, giving advertisers an unrivalled platform across the 41 Australia and New Zealand centres, reaching major commuter and living centre audiences as they come to shop, dine and play.

"Our new partnership includes several locations that offer unique reach into areas not previously covered by outdoor advertising," O'Connor said.

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Scentre Group General Manager, Partner Experience, Bill Burton said: "We are pleased to partner with JCDecaux to build on our strategic mix of marketing and advertising assets across our premium platform of 41 living centres in Australia and New Zealand. JCDecaux is the right partner to bring global expertise in outdoor media, community and stakeholder engagement.

"This partnership is testament to the value and reach of our Westfield living centre platform, which sees customer visitation of more than 535 million each year," he said.

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About Scentre Group

Scentre Group (ASX: SCG) is the owner and operator of Westfield in Australia and New Zealand with interests in 41 centres, encompassing approximately 11,500 outlets and total assets under management of \$54.2 billion.

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 FY18, JCDecaux reported revenue of approximately €3,619 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.

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