

MEDIA RELEASE**17 July 2019****NRMA Insurance partners with Brisbane CityCycle bicycle scheme as JCDecaux unveils new blue colour scheme**

JCDecaux's iconic Brisbane CityCycle bicycles have a new partner, NRMA Insurance, and a new blue colour scheme unveiled this week.

The 2,000-strong bike fleet has been unveiled in Brisbane with new blue NRMA branded mudguards with white trimming, replacing the traditional yellow colour scheme.

To celebrate the new-look, JCDecaux hosted an event for commuters at Brisbane's Reddacliff Place on July 15th offering free coffee and NRMA branded cupcakes for the public to enjoy on their way to work.

Brisbane has successfully operated a shared bike scheme since 2010, introduced by JCDecaux, which has seen close to 3.5 million trips taken since its inception, rising since the introduction of 'tap and go' technology at 150 bike stations.

More than \$27 million has been committed by the Queensland Government to bolster Brisbane's bikeways, including key cycling links in Indooroopilly, Lutwyche, Nudgee, Wakerley, Wishart and the CBD.

NRMA Insurance Marketing Director, Sally Kiernan, said: "We're excited to support the Brisbane community through our partnership with Brisbane City Council and CityCycle.

"We know that people choose different ways to move about the city, so we're helping the people of Brisbane do this safely as they use the CityCycles to get from A to B each day."

JCDecaux CEO, Steve O'Connor, said: "JCDecaux is renowned globally for its advertising funded bike schemes, which have been acclaimed for easing traffic congestion, reducing emissions, with obvious health benefits to users, as well as being an environmentally friendly, cost effective way to get around cities.

"CityCycle has been embraced by residents, providing a more environmentally sustainable alternative to transport in and around the city, especially as urban populations and apartment dwellers grow. We are delighted that NRMA Insurance has agreed to sponsor the bike scheme and introduce a new, modern colour scheme."

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 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