

The logo for JCDecaux, featuring the company name in a bold, blue, sans-serif font. It is positioned to the left of a thin blue horizontal line that extends to the right and then turns down to form a vertical line on the right side.

19/10/15

Press Release

JOINT PRESS RELEASE BY JCDECAUX AND PUBLICIS GROUPE

JCDecaux [Euronext Paris: DEC] and Publicis Groupe [Euronext Paris: FR0000130577, CAC40] announce that they have entered into exclusive negotiations in the context of increasing JCDecaux's participation in the capital of Metrobus from 33% to 100%. Since 2005, JCDecaux has owned 33% of the capital of Metrobus, which is the parent company of Mediagare, Mediarail, Média Transports and SMPA.

The relevant employee representative bodies will be consulted before any final agreement is signed. The operation is also subject to standard conditions precedent, including approval by the French Competition Authority.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBI, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 76,000 professionals.

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Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

About JCDecaux

JCDecaux is the largest Outdoor Advertising company in the world. JCDecaux is listed on Euronext Paris and is part of the Euronext 100 index. JCDecaux invented the concept of street furniture in 1964 and today is the only global company that is exclusively focused on Outdoor Advertising. JCDecaux is number one worldwide in street furniture, number one worldwide in transport advertising, the European leader in billboard advertising and the number one worldwide for self-service bicycle hire. Employing 12,300 people, the Group has operations in more than 70 countries around the world, and has a presence in 3,700 cities with more than 10,000 inhabitants for which it offers attractive, high-quality street furniture. JCDecaux operates more than 49,000 premium digital advertising screens in 30 countries, in the main airports, mass transit systems, rail stations and shopping centers, and along highways. The Group generated total revenues of €2,813 million in 2014, and €1,460m in H1 2015.

www.jcdecaux.com

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JCDecaux

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