

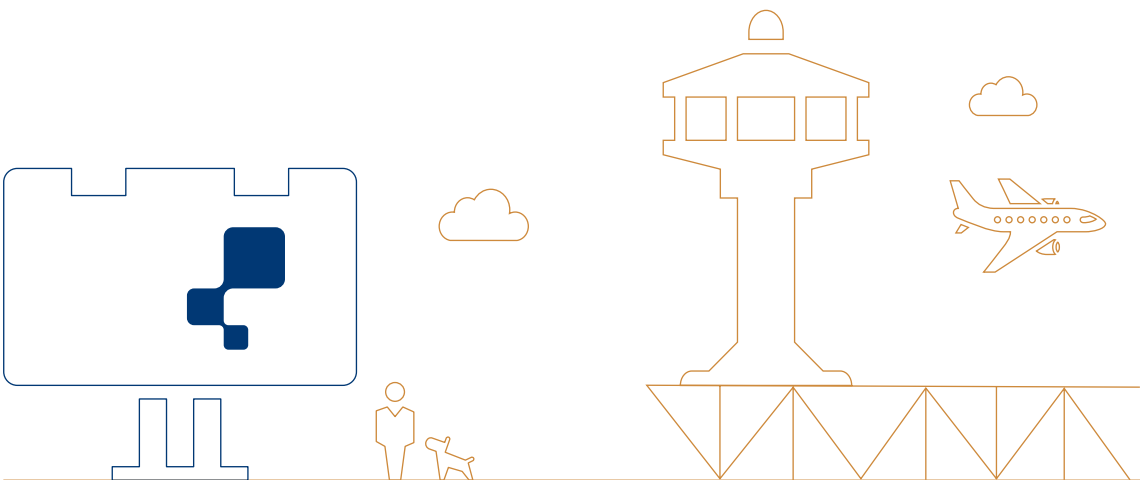


OUR SUSTAINABLE COMMITMENTS



FOR INTELLIGENT AND RES-
PONSIBLE CITIES AND MOBILITY
SERVICES

AT THE HEART OF OUR MODEL



3 392,8

Revenues in million euros*

13 027

employees*
in over 75 countries (93.5%
under permanent contract)

4 435

cities of over 10,000
inhabitants equipped
with JCDecaux furniture

230 airports

280

transport concessions
excluding airports (metro,
railway stations and bus/taxi)

In 1964, Jean-Claude Decaux invented the advertising bus shelter.

Fifty years on, JCDecaux's success still rests on its founding economic model: providing cities and transport companies with products and services financed by advertising space. The company is the n°1 worldwide in outdoor advertising and is now present in over 75 countries, anticipating changes in lifestyle with innovative solutions tailored to the needs of citizens and advertisers.

Achieving economic growth while respecting people and the environment is at the heart of our model.

Sustainable development is a central element in JCDecaux's competitiveness. Over the years, as its business has expanded, the company has demonstrated its commitment, firstly through proactive quality policies and, more recently, through a comprehensive approach to our corporate social responsibility covering environmental, social and stakeholder issues. In order to bring about these changes, we have drawn on our three founding values, shared by all our employees: passion, quality and innovation.

Our sights are set on the development of cities and transport services : Between 2000 and 2030, urban space will have tripled in size worldwide**.

Such a significant change gives rise to unprecedented challenges. New mobility paradigms are gradually moving us out of the automobile age as we have known it since the 1960s. Information and communication are undergoing an unprecedented digital transformation. Managing energy and natural resources efficiently is increasingly a shared duty. Ways of working and workplaces are being reinvented... JCDecaux's challenge: to support cities in their development through innovative solutions which integrate sustainable development.

Jean-François Decaux
Co-Chief Executive Officer

Jean-Charles Decaux
Co-Chief Executive Officer



2016 figures
* Adjusted revenues
** Source : Proceedings of the National Academy of Sciences (PNAS)

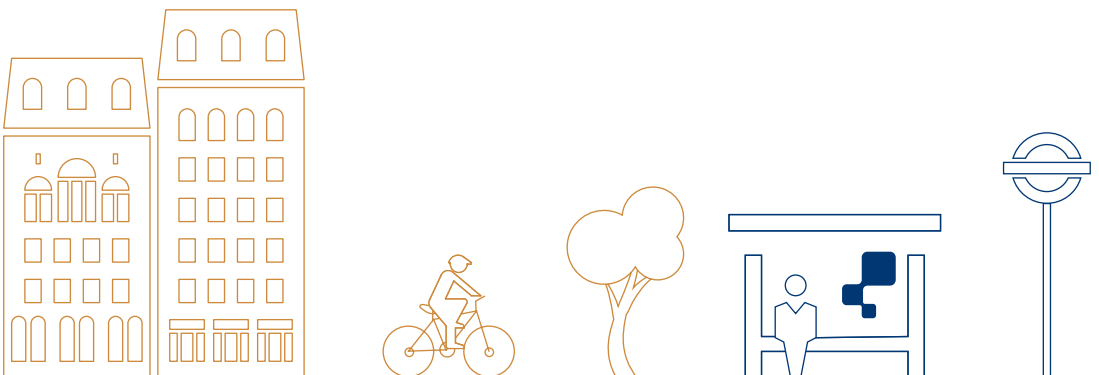
JCDECAUX, ANSWERING URBAN CHALLENGES

With expanding spaces and increasing population density, the urban ecosystems of tomorrow will increase the challenges of sustainable development.

Improving quality of life in cities and public transport is a major objective for the future: optimising accessibility, services, the management of resources, etc. This objective of progress is shared by everyone: users of public spaces and local authorities, transport operators, high street businesses and all the economic stakeholders.

In the face of the economic and financial pressures exacerbated by urban development, the challenge is to do more and to do it better with less.

Our economic model, based on income from advertising, enables cities to provide a wider range of high-quality services to their citizens, creates outdoor advertising opportunities and enables them to enhance the environmental dimension of their mobility services without an undue impact on their budgets. We constantly need to be forward-looking in order to provide urban services which are environmentally friendly, highly functional (accessibility, visual appeal, quality, etc.) and consistent with our public service values. This forms part of our innovation-based approach to reducing our ecological footprint and making cities and public transport ever more accessible.

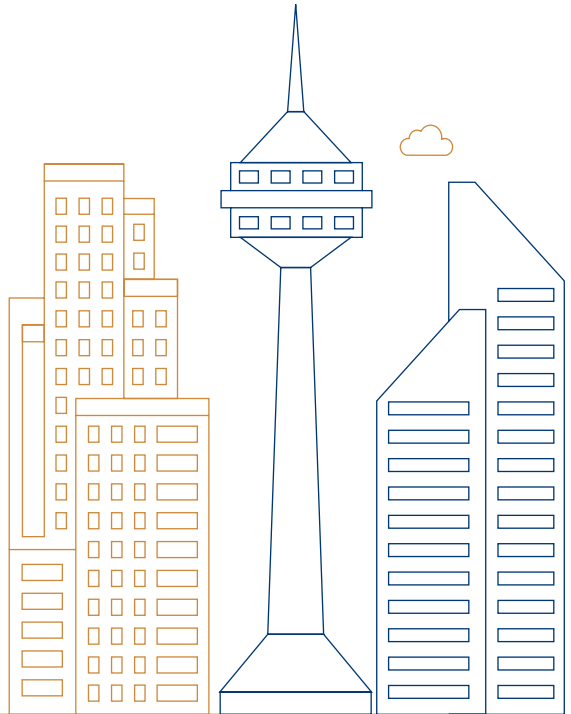


Against this backdrop, shared modes of transport function as a showcase for the changes that are taking place.

They offer safer and cleaner mobility, with connectivity and modularity being the keywords. They are contributing to a burgeoning new economy based on mobility services, underpinned by emerging models of collaborative consumption.

INVENTING SUSTAINABLE SOLUTIONS TO ANSWER URBAN TRANSFORMATIONS

This is one of JCDecaux's long-standing commitments. From bus shelters to self-service bicycles, automatic public toilets to the connected aspects of the 'intelligent' city, JCDecaux is anticipating and exploring the novel dimensions which urban spaces are going to assume: the open city, the connected city and the intelligent city. The company, in conjunction with its stakeholders, is thereby actively engaging with the arrival of a more responsible form of urban planning and mobility.



OUR FOUNDING VALUES

Passion

is demonstrated by every employee of the family company through their commitment to meeting the challenges of the 21st century.

This expresses itself in the entrepreneurial mindset and the shared determination to make cities more attractive, more accessible and more sustainable in all the countries where the company operates, in conjunction with internationally renowned architects and designers.

Quality

is reflected in the standards of excellence which all JCDecaux products and services conform with.

From design to deployment, upkeep and maintenance, we are constantly seeking value, utility and ways to meet the needs and expectations of all our customers. Cities, airports, transport companies, licensing authorities, advertisers and, more broadly, all users benefit from the responsiveness and commitment to improvement for which our company is renowned.



Innovation

allows us to provide new public information, connectivity and advertising solutions which are inherently more interactive, relevant and flexible.

It pushes us to constantly seek out new products and services in response to new modes of use... or to the new challenges of our age. It is based not only on the potential associated with digital technologies, but also on functional needs associated with accessibility, comfort and well-being.

Copenhagen

Since July 2016, JCDecaux has renewed the street furniture of the City of Copenhagen. Its design, in compliance with the objectives of the 2025 Copenhagen Climate Plan and JCDecaux's Sustainable Development Strategy, integrates:

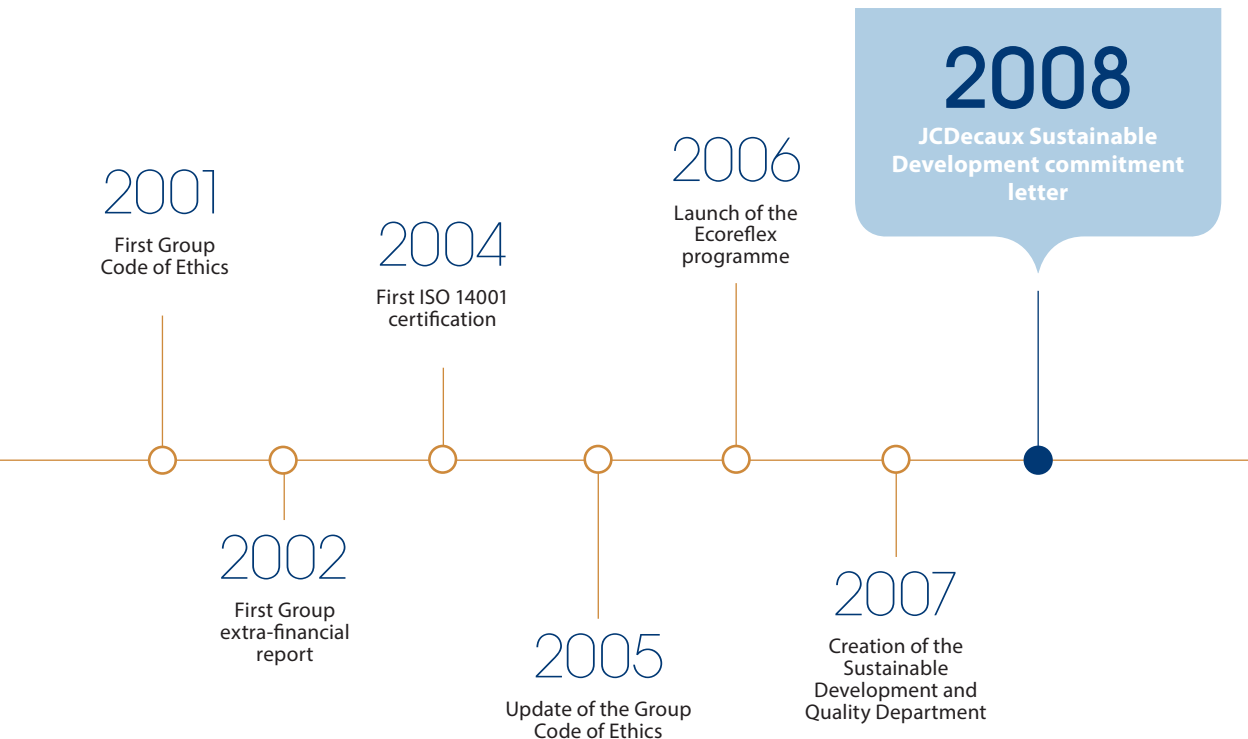
- 100% recyclable or reusable materials
- LED technology for all the devices
- light intensity modulation
- solar panels for 10 bus shelters

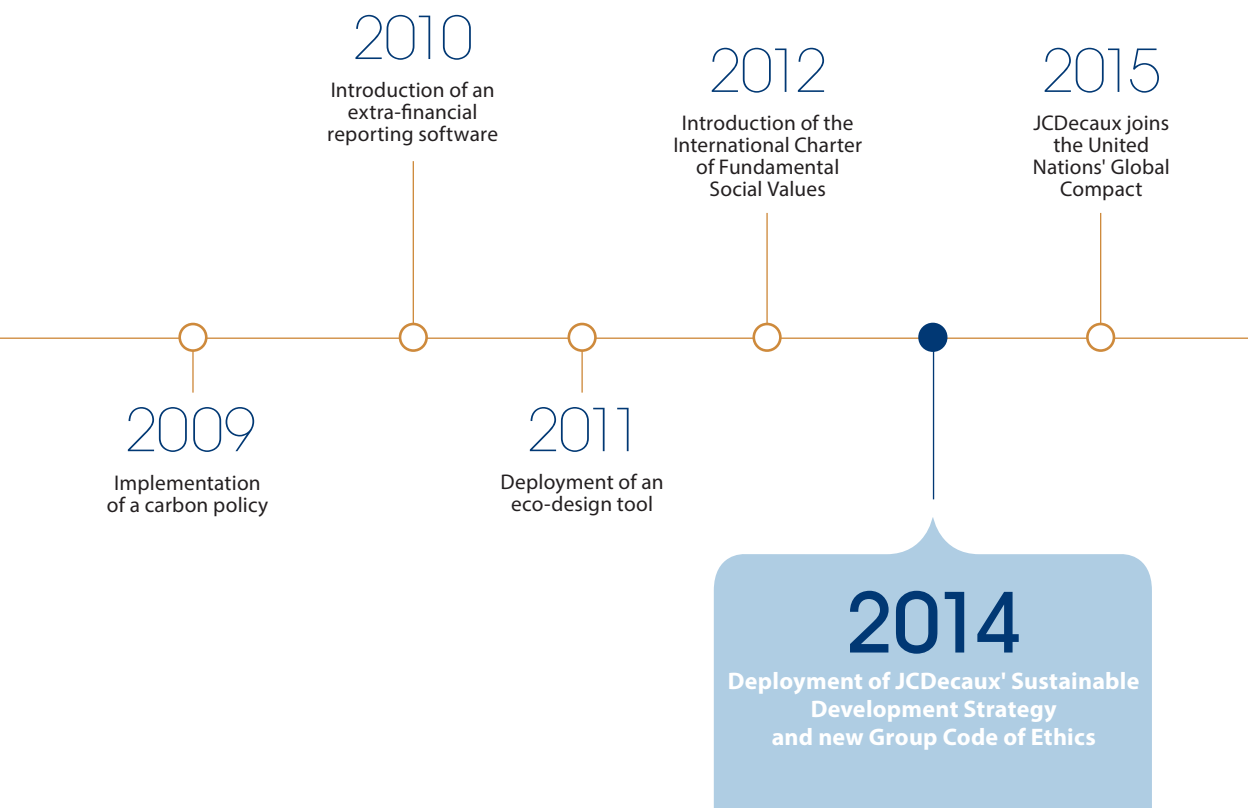
The new street furniture of Copenhagen consumes 49% less energy compared to the previous furniture.



THE DEVELOPMENT OF OUR CSR* POLICY

* Corporate social responsibility





OUR 6 STRATEGIC PRIORITIES

Environment

Social

1

2

3

Reduce our energy consumption.

Energy consumption constitutes the main environmental impact of the company and pertains, in order of importance, to furniture, vehicles and buildings. Controlling consumption through improvements in the energy efficiency of our products and services is a vector of sustainable growth.

Reduce our other environmental impacts.

Life-cycle assessments (LCA) carried out by JCDecaux have pinpointed other environmental impacts: paper, plastic and waste. Conserving resources requires an optimisation of their use and an innovation-based approach to the materials used, the products developed and the processes put into place.

Deploy a Group-wide Health and Safety policy.

JCDecaux operates over 200 business activities, from the design of urban furniture to the commercialisation of advertising spaces, up keep and maintenance. Our objective : to guarantee product quality over the long term while ensuring the safety of our employees. Field staff, who are the most exposed, account for around 55% of the total workforce ; their health and safety are central elements of JCDecaux's social policy.

Stakeholder

4

Establish an ambitious Group-wide social policy.

JCDecaux's rapid international development and its presence in over 75 countries have made a common approach to social issues essential. It is formalised in the company charters, which set out the rights and duties of employees around the world.

5

Reinforce sustainable development in the Purchasing Policy.

JCDecaux works with numerous suppliers, most of them long-standing, and they are at the heart of our product quality process. Our priority is to develop long-term relationships of trust and to ensure that suppliers share our values and commitment to sustainable development, both at the level of the company and in each individual country.

6

Strengthen employees' commitment towards sustainable development.

For JCDecaux's commitment to sustainable development to succeed, it is essential for all employees to be actively engaged. In their professional spheres and through their day-to-day actions and behaviour, they give a meaning to the commitments and values espoused by the company. Providing employees with the tools to become sustainable development ambassadors is a major priority.

OUR AIMS & OUR ACHIEVEMENTS

Our environmental priorities

REDUCE ENERGY CONSUMPTION

of furniture through eco-design

analogue furniture

-10% of electricity consumption per m² of advertising by 2027

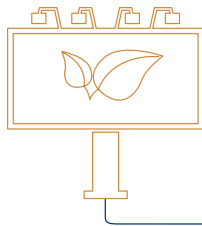
digital furniture*

-50% LCD screen by 2020

-15% LED screen by 2020

Reference year: 2012

* Comparison of installed capacity of new products of same size put on the market.



of vehicles

-20% fuel consumption per 100 km by 2020



REDUCE OUR OTHER ENVIRONMENTAL IMPACTS

Improve recycling and reduce the quantity of waste produced:

90% of paper posters recycled by 2020

70% of sorted waste by 2020

Cover **100%** of electricity consumption with green electricity by 2022

OUR ACHIEVEMENTS IN 2016

- Up to 60% reduction of electricity consumption performed on lighting thanks to the use of LED technology
- 66% reduction of the new LCD indoor screens consumptions (installed since 2015 (vs 2012))
- 47% of our electricity consumption covered by green electricity
- 13.5% reduction of fuel consumption per 100 km (vs 2012)
- 75% of paper posters and 62% of waste generated by JCDecaux are sorted and recycled

Our social priorities

DEPLOY A GROUP-WIDE HEALTH AND SAFETY POLICY

100% of countries have a risk matrix in place at the end of 2018*

100% of employees trained** in Health & Safety by 2018*

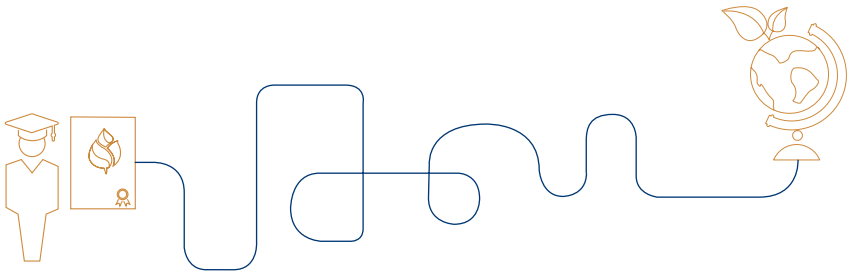
IMPLEMENT AN AMBITIONS GROUP-WIDE SOCIAL POLICY

Common social values for all employees :

- Code of Ethics covering corruption
- International Charter of Fundamental Social Values covering Human Rights

Train all employees on the company charters :

Code of Ethics and International Charter of Fundamental Social Values



OUR ACHIEVEMENTS IN 2016

- 51% of countries have put in place a risk assessment matrix
- 74% of the Group countries have put in place a health & safety training matrix
- 100% of countries are compliant with the International Charter of Fundamental Social Values
- 100% of countries have deployed the anti-corruption training
- A social good practice guide published in 100% of the Group countries

* Excluding entities acquired in the past 2 years
** Employees identified in the training matrix

Our stakeholder priorities

REINFORCE SUSTAINABLE DEVELOPMENT
IN THE PURCHASING POLICY

85%

of suppliers* have signed the Supplier
Code of Conduct by end of 2022

100%

of buyers trained on sustainable development
in purchasing by the end of 2016

STRENGTHEN EMPLOYEES'
COMMITMENT TOWARDS
SUSTAINABLE DEVELOPMENT

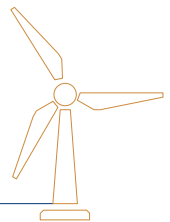
Raise awareness and train
all company employees
in sustainable development:

100%

of Executive managers by 2018

100%

of employees by 2018



OUR ACHIEVEMENTS IN 2016

- 100% of the purchasers are trained on sustainable development
- 58% of key suppliers have signed the Code of Conduct of Suppliers
- A training program on sustainable development has been deployed in 100% of the Group countries
- 33% of the Group countries have put in place a training of the Executive Management on sustainable development

* Recurrent purchases

Recognition through the extra-financial indexes

FTSE4Good



FTSE4Good

Dow Jones
Sustainability
Index

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

Euronext
Vigeo Eiris



Carbon Disclosure
Projects (CDP)
Climate change



MSCI ESG
Metrics

MSCI
2017 Constituent
MSCI Global
Sustainability Indexes

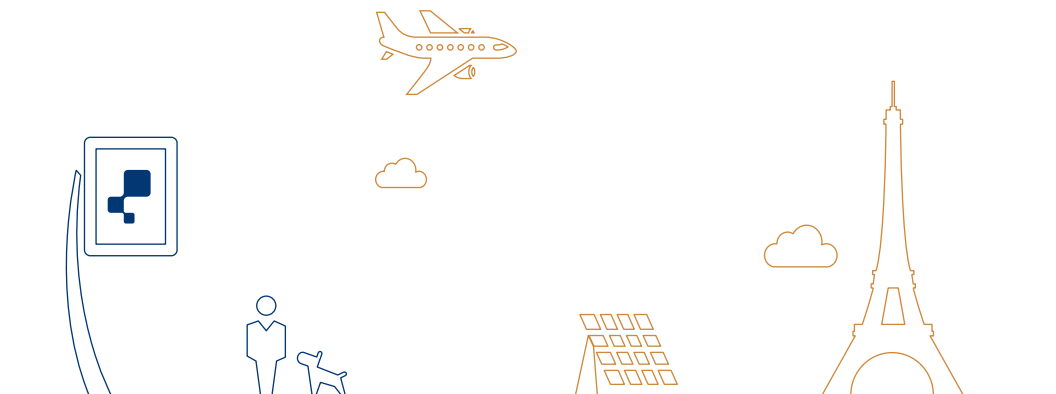
Ethibel Pioneer
Ethibel Excellence
Investment



STOXX
Global ESG
Leaders



Oekom research





OUR SUSTAINABLE
COMMITMENTS

FOR INTELLIGENT AND RESPONSIBLE
CITIES AND MOBILITY SERVICES

www.jcdecaux.com