



## Global Profile

JCDecaux is the only global player exclusively dedicated to outdoor advertising. Founded in 1964 in France by Jean-Claude Decaux, the company today has operations in 3,400 cities across 43 countries, reaching 150 million people throughout the world every day.

The company is centered around three principal and complementary business activities: street furniture, billboard and transit advertising.

JCDecaux completed its IPO on Euronext Paris in June 2001 but is still family owned, chaired by founder Jean-Claude Decaux, and his sons Jean-Charles Decaux and Jean-Francois the Co-Chief Executive Officers.

### Design & Designers

A cultural focus underscores the values on which JCDecaux has been built - a respect for the urban environment and its cultural heritage. It's a philosophy that permeates the company worldwide.

Some of the world's most celebrated architects and designers have over the years collaborated with the company to create street furniture that is innovative and exacting in standards of design and functionality.

Norman Foster, Mario Bellini, Philippe Starck, Jean-Michel Wilmotte, Martin Szekely, Phillip Cox, Porsche Design, the MacIntosh School. These are just some of 52 world-renowned designers or groups that have created JCDecaux street furniture found throughout the most beautiful and cosmopolitan cities in the world.

In 1997 JCDecaux Australia sought the assistance of local architects in preparing their bid to design street furniture for the Sydney Council and a number of councils from the Sydney region.

The high standard of the JCDecaux-designed street furniture confirmed Cox-Richardson's enthusiasm for the Sydney City project. Their design bid was ultimately successful, due in part to JCDecaux's understanding of the need to incorporate into the design the essential qualities of life in Australia - its openness, light and spontaneity.

### Maintenance

JCDecaux believes the quality of service maintenance is an essential part of the business. That's why Australia has 60 technical, install and maintenance staff across Australia.

JCDecaux does not sub-contract its cleaning services, thereby retaining control over specific servicing requirements - including 24 hour on-call response to damage from bad weather or defacement, regular upkeep on wear and tear, and scheduled cleaning of furniture located over large areas.

The quality of JCDecaux maintenance embodies the values on which the entire company operates: a sense of service, and eye for detail, commitment, professionalism and responsiveness.

### Innovation & Partnerships

JCDecaux provides infrastructure programs that marry customised solutions for each city with state of the art design, innovation and technologies.

An international network of JCDecaux experience combined with its own 300 strong Research and Development team based in France contribute to the development of innovations such as the world's first fully automated and universally accessible public toilet; the world's first revolving street light; interactive information kiosks; systems for delivering real-time transport arrival information to patrons, and ongoing development of the use of recycled materials, energy saving and alternative power systems.

Sydney's Manly-Warringah Council is one example where JCDecaux's community bus shelters house a solar powering system for its internal lighting.

It is this breadth of experience and dedication to developing innovative technologies for public infrastructure that JCDecaux extends to its contract partners and its end users.