

q.media Decaux installs interactive digital directories in City Center, one of the largest shopping malls in Doha.

Doha, September 15th, 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that, following the award of the exclusive advertising concession in City Center mall, one of the most frequented shopping malls in Qatar, q.media Decaux (the joint-venture between q.media and JCDecaux) has successfully completed the installation of new interactive digital directories in the mall.

First-of-their-kind in a premier shopping mall in the country, the 8 directories have been specifically designed for City Center and aim at enhancing the shopping experience of more than 15 million people visiting the mall every year. This bespoke furniture comprises of a 42" interactive digital touchscreen loaded with a dedicated user-friendly application developed in cooperation with ViaDirect (a company expert in connected and tactile wayfinding solutions for indoor and outdoor use) also accessible by disable people, enabling shoppers to look for a specific brand or outlet in the mall and get directional information in 3D in both Arabic and English. The other side of the furniture accommodates a 70" digital screen dedicated to advertising.

City Center is located in the fast growing business district of Doha, West Bay. One of the busiest malls in Doha, City Center opened in 2001 and offers a large range of local and international brands and entertainment options including a multiplex cinema and a theme park.

Joerg Harenger, Director of City Center Mall said: "One year into our partnership with q.media Decaux for the advertising concession in City Center mall, we are very pleased to announce yet another success with the launch of these brand-new interactive directories that we believe will positively transform the shopping experience of our customers. This initiative is clearly in line with our upgrade strategy initiated a couple of years ago and aiming at strengthening City Center's positioning as Doha's preferred shopping destination."

Nicolas de Tapol, Managing Director of q.media Decaux said: "We are glad to bring this new innovative service to City Center mall that will enhance the shopping experience for the first time in Qatar. This clearly illustrates that q.media Decaux is not only an advertising company but also a service provider committed to improve the quality of life of the community in Qatar, as JCDecaux has been doing for the past 50 years in more than 60 countries".

About q.media Decaux

q.media Decaux is a joint-venture between JCDecaux, the number one Outdoor advertising company worldwide, and the national media market leader Qatar Media Services (q.media). The company was established in 2008 and operates the Street Furniture and Large Format advertising in the city of Doha, as well as on Transit media (Mowasalat Karwa buses and taxis), and in City Center and Villaggio malls.

About JCDecaux Middle-East

JCDecaux has been rapidly expanding in the Middle-East since it first established its footprint in 2007, to become a major player in the region, offering a unique premium Outdoor advertising platform in the fast growing markets of Qatar, the United Arab Emirates, Saudi Arabia, and Oman.

Key Figures for the Group

- 2013 revenues: €2,676m; H1 2014: €1,305m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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