

JCDecaux's self-service bike rental schemes are increasingly popular in France

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Paris, September 29th, 2020 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its self-service bike rental schemes in France have recorded excellent results since the end of the lockdown.

With 11,600 bikes available at more than 1,140 stations in 43 cities (including Lyon, Nantes, Toulouse, Marseille, Besançon, Nancy, etc.) JCDecaux's self-service bike rental schemes have seen more than 531 million rentals in France since Vélo'v was launched in Lyon in 2005, and have recorded excellent results since the end of the lockdown period. The number of long-term subscribers in France has leapt 14% since May, boasting **20,000 additional subscribers**, while the number of rentals in September is 11% higher year on year.

Some cities have noted a record level of activity in recent weeks:

- **Lyon:** over the first three weeks of September, Vélo'v recorded 731,877 rentals, with 266,234 in the week of 14-20 September alone, a record number since its launch. The service now has 72,000 long-term subscribers, and 2,500 e-Vélo'v* batteries were distributed within the space of just three weeks as part of a particularly successful back-to-school promotional offer.
- **Nantes:** bicloo has exceeded 26,000 subscribers (+21% over one year) and enjoyed robust growth since the end of the lockdown. The service has recorded 11% more rentals in September alone, compared to the same period last year.
- **Toulouse:** with 3,000 additional long-term subscribers since 1 June (+11%), Vélo'Toulouse is enjoying a dynamic back-to-school period with each bicycle used six times a day on weekdays. The service also recorded a 5% increase in rentals between 15 July and 21 September, compared to the same period in 2019.

Self-service bikes are a genuine complement to public transport systems and have contributed to the improvement of the quality of life in cities while respecting environmental concerns. A pioneer in self-service bike rental with more than 710 rides undertaken in the world since 2003, JCDecaux is now part of the urban landscape in 13 countries, boasting experience and expertise in terms of soft mobility which enables it to constantly innovate the solutions it offers to communities and citizens.

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"We are delighted with these results and the success that our self-service bikes are having in this highly unusual year. As a sign of our appreciation, we have provided healthcare workers throughout France with a one-year subscription to our rental systems. I would like to praise the commitment of JCDecaux's teams to deliver our bicycle users with a high-quality service, facilitating the public's daily journeys. With systems that have been developed to provide an accurate and precise response to the expectations of our users, JCDecaux has reinvented city bike usage by going the extra mile in terms of service. It has created a differentiated mode of transport that complements all transport offers and meets local authority requirements on a long-term basis. These positive results reaffirm the value of our model for public finances and users, while consolidating our position as the leader in self-service bike rental schemes in France and worldwide. It provides us with even greater energy and creativity to revolutionise sustainable mobility in the months and years to come".*

* e-Vélo'v, which launched in February 2020, allows Vélo'v subscribers to benefit from electrical assistance while biking by using a portable personal battery with a range of 8-10 km.

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About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 3,890 cities with over 10,000 inhabitants. For more than 55 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

For more information about JCDecaux, please visit jcdecaux.com.
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