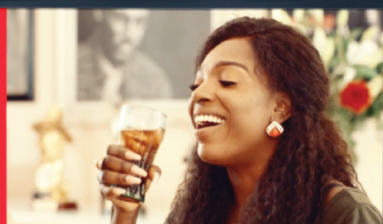




**Mama DON LAND**  
#MamaDIMama  
Coca-Cola  
TASTE THE FEELING



IKJ B/S VIA MRYLND  
Estimated time: **32 mn**

ALAUVA VIA TOLL GT  
Estimated time: **15 mn**

OSD'OKE VIA ANTH  
Estimated time: **26 mn**

JCDecaux GRACE LAKE

**Binatone** MUSIC FANS  
BLUETOOTH INSIDE



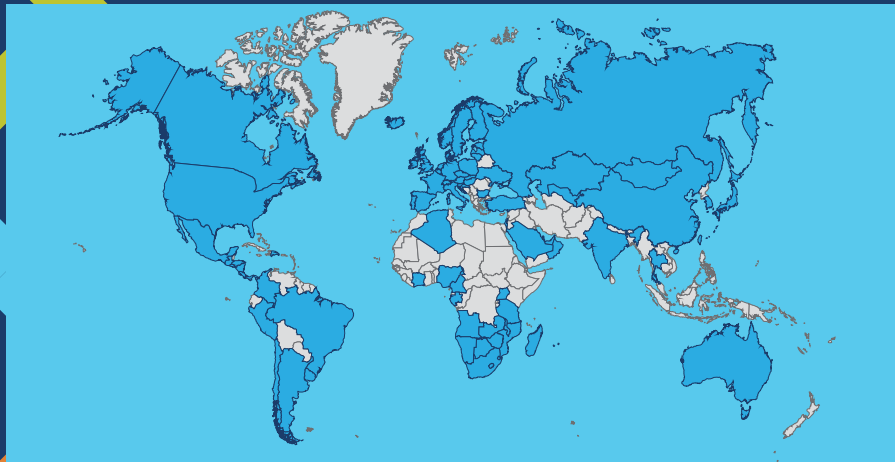
# JCDECAUX'S HISTORY & GLOBAL PRESENCE



Jean-Claude Decaux

## FROM HUMBLE BEGINNINGS

Born in Beauvais in 1937 to a modest family, Jean-Claude Decaux began his career at the age of 16 as a billposter to promote his parents' shop and other local businesses. At the age of 18, he went on to set up his own venture, rapidly specialising in roadside billboards and posters until the day a new and crippling French tax on roadside advertising was to lead to the inevitable undoing of his company. It was then, in 1964, that he invented the advertising bus shelter and the concept of street furniture which spread around the world, the idea being to provide cities with advertising bus shelters managed and maintained by his company and financed through advertising. Louis Pradel, Mayor of Lyon at the time, was the first to be seduced by his idea and dynamism, with other Mayors following in quick succession.



JCDecaux's Global Presence

## TO GLOBAL SUCCESS

From 1970 onwards, it was Jean-Claude Decaux's commitment to the environment and to the quality of life in cities that inspired him to create the street furniture that would improve the day-to-day lives of their inhabitants from signage, Citylight information panels, electronic information boards, automatic public toilets and more recently the self service bicycles which have revolutionized the mobility in the cities. Deeply committed to enhancing the aesthetics of the urban environment of cities, it was from the 1990s that Jean-Claude Decaux went on to hand-pick the world's most prestigious architects and designers and place their talent in the service of street furniture in a quest for beauty. Today you will find JCDecaux with a strong out of home presence in over 80 countries.



# JCDECAUX IN AFRICA

## JCDECAUX IS THE NUMBER 1 PLAYER OF OOH IN AFRICA WITH REPRESENTATION IN 20 COUNTRIES.

At the heart of JCDecaux's growth trajectory, across over 80 countries internationally, is a commitment to four core values:

**Outstanding Design, Flawless Quality, Cutting Edge Innovation and Sustainable Development.**



Outstanding Design



Flawless Quality



Cutting-edge Innovation



Sustainable Development

One of JCDecaux's successes over the past 50 years has been to provide its landlord partnerships with outstanding design and innovative solutions. Achieving this key commitment goes with carefully structured teams ensuring that relevant products and solutions are deployed into the African environment and cities to the highest standards.

Our Public Services vision is to enhance the cityscapes in Africa by providing world class public services at no cost to citizens of the country funded by selected high quality advertising products. Local maintenance teams ensure that all products are well maintained to local and group standards.

JCDecaux's extensive experience lies in the operation and management of Out of Home advertising media in a multitude of environments. The roll-out of Digital Out of Home formats in airports, roadside, metros, restaurants, pubs, malls and commuter areas throughout sub-Saharan Africa demonstrates that JCDecaux Africa is at the forefront of technological development in the Outdoor Advertising industry in Africa. JCDecaux Africa has become the first point of call for Outdoor Advertising consultation, media placement, research and production, offering:

- Research-based audience solutions;
- Effective outdoor creative solutions;
- Outstanding customer service;
- and Innovative products;
- that make an impact on bottom lines.

### Africa is our home, we drive her growth

JCDecaux Africa is a diverse business, with staff, clients, suppliers, landlords and partners residing throughout the sub-Saharan continent. It has been a family run business since 1964 with a long term vision.

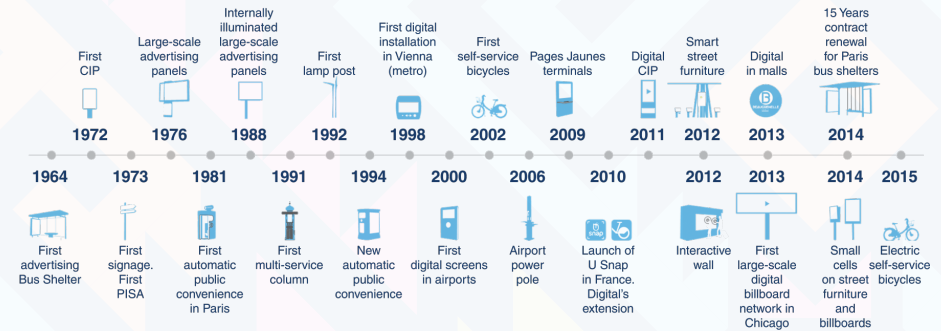
In our efforts to address socio-economic problems we strive to remain relevant in changing economies, with the appreciation that our stakeholders come from a range of different backgrounds, cultures, countries, professions and experiences.



# CORE VALUES

## INNOVATION:

JCDecaux has created its own in-house Research & Development and manufacturing capability based in France. This facility has enabled the company to design and develop a full range of advertising and street furniture products, enabling the company to expand and export its business concept throughout the world. A very strong innovation ethos drives the entire group to consistently rethink the world around them.



## DESIGN:

JCDecaux believes strongly in the principle that the design of an object should be based primarily on its intended function or purpose. The result of having worked with over 50 of the world's most celebrated architects and designers, is that the company's product range combines quality, function, elegance and style enabling the structures themselves to contribute positively to City beautification and, thereby, to the image of the City.



## QUALITY:

In every country in which it operates, JCDecaux is committed to delivering the best quality products maintained to the highest standards, fully considering their impact on urban life. A dedicated workforce committed to the highest level of product maintenance and cleanliness. Our personnel installing, cleaning and changing posters are rigorously trained to deliver consistent maintenance standards worldwide.



**SUSTAINABLE DEVELOPMENT:** JCDecaux is involved in 9 of the 17 Sustainable Development goals laid down by the United Nations.





# JCDECAUX GRACE LAKE IN NIGERIA



As the world leader in outdoor advertising and street furniture, JCDecaux is strongly committed to bring its experience in providing urban services to deal with this rising concern.

JCDecaux has entered the Nigerian market in partnership with Grace Lake Partners (GLP), an indigenous investment and advisory firm based in Lagos, Nigeria, with a philosophy of creating shared value. The company operates in the outdoor advertising industry in Nigeria through an exclusive partnership and licensee agreement between JCDecaux and Horizon Outdoor Advertising Limited, a wholly Nigerian owned subsidiary of GLP (Horizon is Advertising Practitioners Council of Nigeria “APCON” certified and a member of the prestigious Outdoor Advertising Association of Nigeria “OAAAN”).

In keeping with the current vision for Lagos, we have developed a project that will help Lagos on its path to becoming a 21st century Smart City. With the collection and dissemination of real-time traffic information through our Lagos Traffic Information System (LATIS), we will help Lagosians optimize journey times as well as reduce congestion around Lagos.

Our project, though the first of its kind in Africa, has been tried and tested through similar systems that have been introduced in other mega-cities around the world.

JCDecaux Grace Lake has built:

- 1) A city-wide real-time Traffic Information system (known as LATIS)
- 2) A city-wide high-quality street furniture advertising program
- 3) A city-wide self-cleaning public toilets program

Our eye-catching new network of large format outdoor advertising structures feature digital screens of the highest standard, which are capable of serving relevant adverts to Lagosians with the use of dynamic Smart Content. Advertising space is packaged in various network options designed to optimize campaign objectives (Channel EKO).

# LATIS & CHANNEL EKO



With LATIS, JCDecaux Grace Lake delivers a solution that gives drivers real-time information on traffic, through digital traffic arches at key junctions across the city and via a mobile app, entirely designed and built by Nigerians. This traffic information system, a first for the Group, has been specially designed to meet Lagos' needs and help ease traffic flow in the city by suggesting alternative routes. LATIS also gives us valuable data that we can use to serve relevant adverts.



The ability to serve relevant adverts based a variety of data feed types makes Channel EKO a disruptive media at the edge of OOH industry that will make your brand resonate like never before.

Forget everything you know about buying individual DOOH sites.

## Channel EKO networks offers:

- Predetermined audiences
- Ease of Buying
- Guaranteed Impacts
- No subjectivity
- No wastage
- Proof of Play



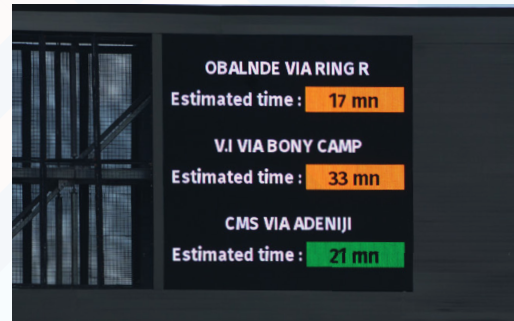
EKO City Access



EKO CityScope



EKO UniCity



Lagos Traffic Information System (LATIS)



FADEYI Gantry with 5m x 18m Digital Screens



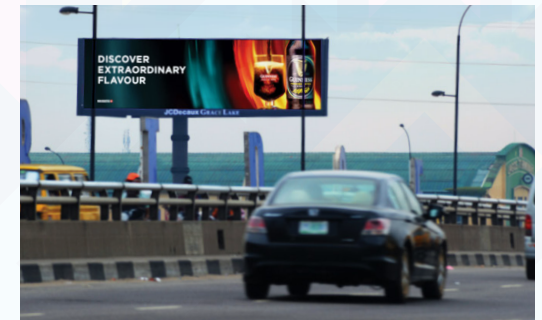
OWORO Gantry with 5m x 18m Digital Screens



FALOMO Unipole with 5m x 18m Digital Screens



IDDO Unipole with 5m x 18m Digital Screen



IJORA Unipole with 4m x 12m Digital Screens



# DIGITAL HUB & DESIGN



The Digital Hub, Bryanston

## THE DIGITAL HUB

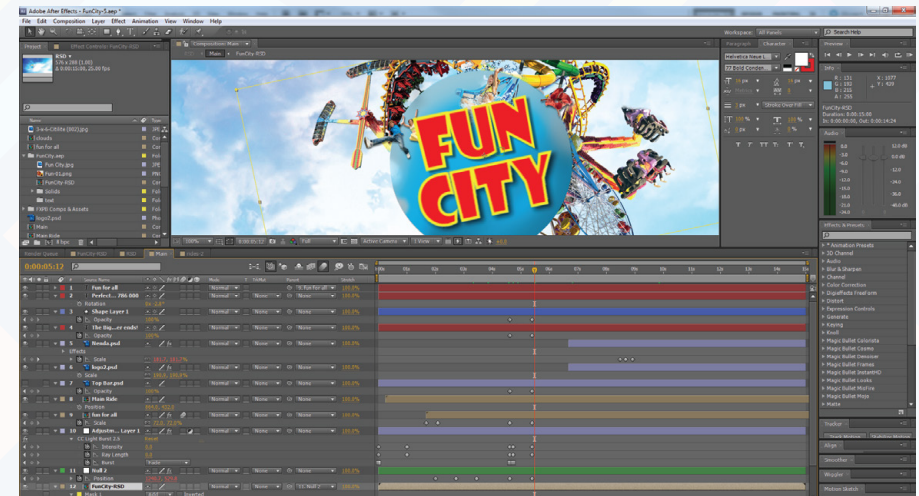
JCDecaux Africa has invested heavily in building a digital operational hub at its Head Office in Bryanston that manages, schedules and monitors all its roadside and indoor digital screens across sub-Saharan Africa and Nigeria. Marketers are able to target consumers with dynamic Smart Content, in real-time and adapt their marketing messages with the push of a button from the central neural hub.

## DESIGN

Our talented team of designers based at our Head Office, including a dedicated Nigerian designer in Lagos, offer specialised services to assist in the creation of effective, impactful creative across all of our media platforms. With over 70 years of combined experience, our creative team are ready to turn any idea into a hard-hitting campaign.



Classic Design at work



Digital Design at work

# SUSTAINABILITY

## SUSTAINABILITY AND CSI

JCDecaux recognises that its corporate responsibility is to minimise the potential for causing harm to the environment, socially and to stakeholders in all aspects of its activities. The company strives to build a 'good' brand based on sustainable business practices and improve its environmental and social stewardship.

## GROUP SUSTAINABLE DEVELOPMENT - THE SIX STRATEGIC PRIORITIES:

### Environmental priorities

- Reduce our energy consumption
- Reduce our other environmental impacts

### Social priorities

- Deploy a Group-wide Health & Safety Policy
- Implement an ambitious Group-wide Social Policy

### Stakeholder priorities

- Reinforce sustainable development in the Purchasing Policy
- Strengthen employees' commitment towards sustainable development

# SMART CITIES

## JCDECAUX INVESTS IN SOLUTIONS TO ENABLE CITIES TO BECOME SMART

With the development and implementation of LATIS, JCDecaux Grace Lake is helping Lagos on its way to becoming a Smart City.

Smart Cities are defined by combinations the following characteristics:

- Zero waste
- Smart lighting
- Open space
- Green buildings
- Circular economy
- Digital
- Big data
- 5G
- AI
- Electro Mobility
- Small cells
- Sensors
- Ubiquitous
- Connectivity



## URBAN DEVELOPMENT VISION

JCDecaux's Vision is to integrate multiple environments with communication and internet-enabled technology and channels to provide cities with reliable and secure solutions to manage their assets.