

JCDecaux

# THE SUSTAINABLE MEDIA 2030 VISION



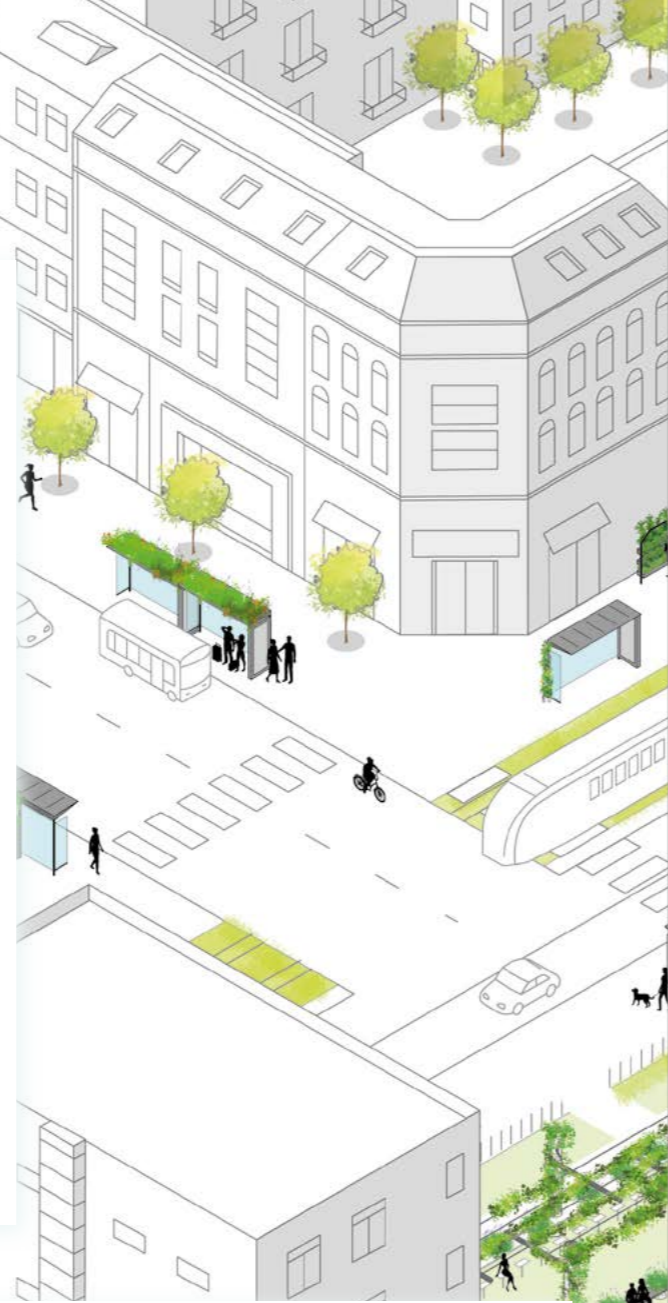
## JCDECAUX IS A MEDIA WHICH PROVIDES SERVICE TO THE COMMUNITY TO MAKE PUBLIC SPACES MORE SUSTAINABLE AND INCLUSIVE

Since 1964, JCDecaux has provided our city and transport partners with products that offer useful and innovative services in public spaces (such as bus shelters, self-cleaning public toilets and self-service bicycles) paid by Out-of-Home advertising.

This is the virtuous business model that was invented by our founder, that continues to improve the quality of life of the public, while meeting their evolving expectations.

Design is at the heart of everything we do, ensuring that our products respect and enhance the cityscape (including the support of heritage renovation projects through our "Artvertising" aesthetic solutions) across the world.

With a presence in over 80 countries, JCDecaux is playing an active part in the sustainable transition of economies and society worldwide.



## MESSAGE FROM CO-CEOS

*"Sustainable Development is more than an environmental necessity, it is a powerful lever for economic and social growth, opening up opportunities for new services that enhance the lives of people across the world."*



Jean-Charles Decaux



Jean-François Decaux



Sustainable Development has been at the heart of our business since the Group was founded. From the earliest days, our commitment was clear, shown through our consistent approach to our quality and environmental management and our global vision for our environmental and societal responsibility from 2014.

JCDecaux is playing an active role in this transition, with 49.5% of our revenues aligned with the European Taxonomy. Since 2022, we have been an official partner of the United Nations and we also contribute to the 17 Sustainable Development Goals (SDGs). Our Sustainability Strategy and the range of solutions we offer are supporting the emergence of the smart and sustainable city, at a time when mobility matters more than ever.

Today as we face huge challenges for the planet and for human development we remain committed to playing our part in tackling these vital issues through the continuation of our work, taking this forward with our strategic roadmap for 2030.

## JCDECAUX, REACHING A POWERFUL AND GLOBAL AUDIENCE



+ 11,200 employees



+ 80 countries



+ 3,500 cities



+ 150 airports



+ 200 transport concessions



+ 850 m people make up our daily audience



49.5% of the Group's consolidated revenues are aligned with the European Taxonomy

## A RESILIENT AND SUSTAINABLE BUSINESS MODEL

To prioritise the financing of activities that already contribute significantly to low-carbon transition objectives and also to encourage and accelerate the emergence and expansion of transition activities, the European Commission decided to implement a common framework known as the "European Taxonomy".

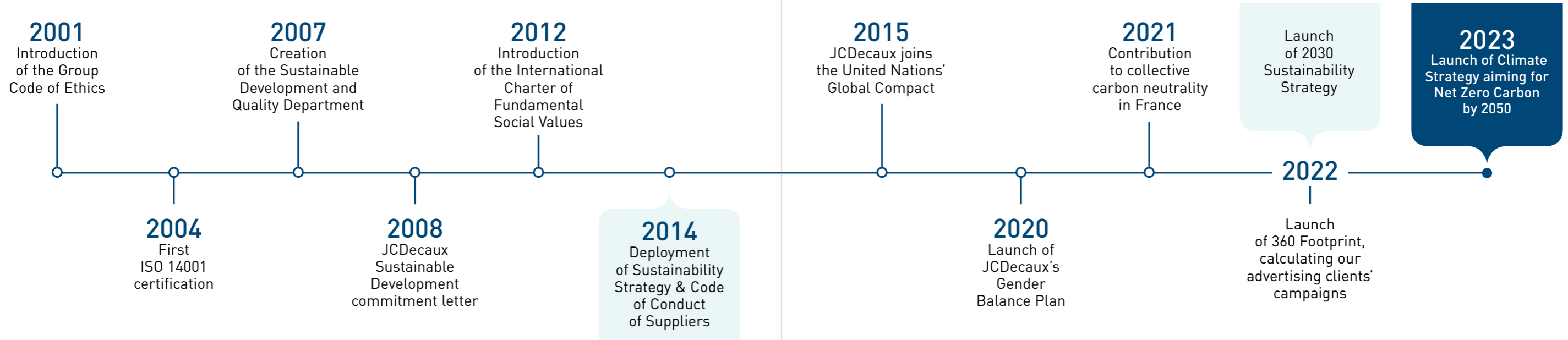
3 of our activities are eligible and contribute to the objective of climate change mitigation: self-service bicycles, street furniture that supports sustainable mobility (bus shelters/Abribus®) and our contribution to financing ground transport through royalties.



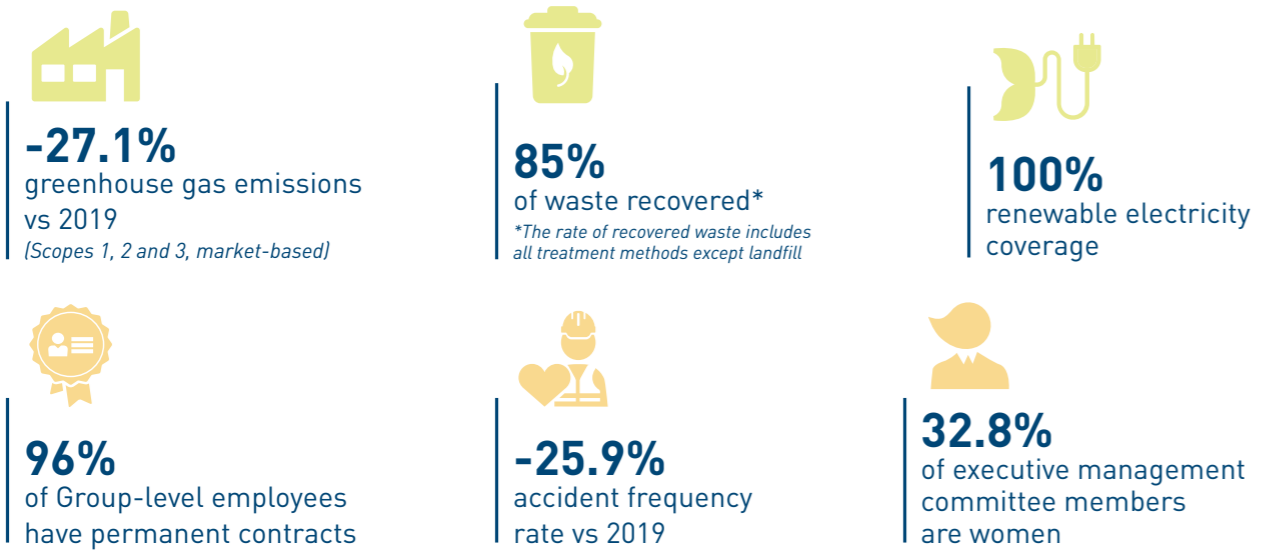
EUROPEAN TAXONOMY  
2022 adjusted figures

REVENUES  
52.4% eligible  
49.5% aligned

## OUR SUSTAINABILITY JOURNEY BEGAN MORE THAN 20 YEARS AGO

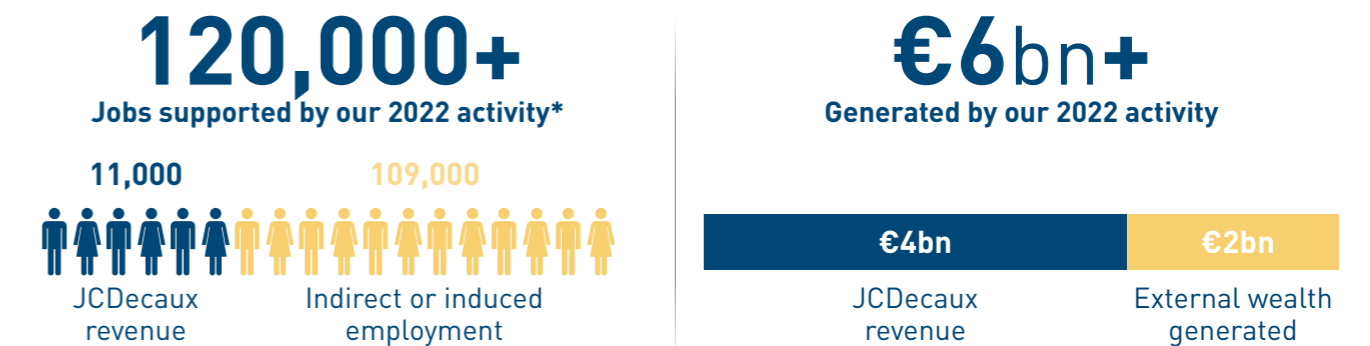


## AN AMBITIOUS VISION ALREADY PRODUCING RESULTS



2022 figures

## A BUSINESS THAT SUPPORTS JOB AND WEALTH CREATION AROUND THE WORLD



UTOPIES study, "JCDecaux's socioeconomic footprint in France and around the world", July 2023  
\*In full-time equivalent.





## DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE

### OUR PRIORITIES

- **Systematise ecodesign** to improve environmental and social performance
- Champion our **responsible** innovations

**30+ years**  
average lifespan  
of our bus shelters



“Ecodesign and the need to conserve resources have always guided our development choices. We want to offer the best possible quality to our customers, without compromising the environmental, economic, and social performance of our services.”

Gaëlle DAGORT  
Research & Development Director  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### MAKING CITIES MORE SUSTAINABLE

Our unrivalled network of street furniture is a natural way to expand green space in cities for the benefit of all. Our range of solutions represents an effective opportunity to complement other urban greening projects, in particular green roofs, but also vertical greening structures that allow for in-ground planting. It is a pragmatic way to contribute to urban greening strategies put in place by local authorities.



#### INNOVATION, A KEY DRIVER OF GROWTH AND SUSTAINABILITY

Identifying solutions with a low environmental impact is central to our innovation strategy. We are working to reinvent our furniture through design and the use of biobased materials. In 2022, we developed the Wooden Shelter, which reduces by nearly 50% greenhouse gas emissions in the extraction and manufacturing stages as compared to a traditional bus shelter.



## PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

### OUR PRIORITIES

- Promote **responsible campaigns**
- **Safeguard** our digital activities to the highest possible degree
- Advocate for **public interest communication** that serves the United Nations' 2030 Agenda

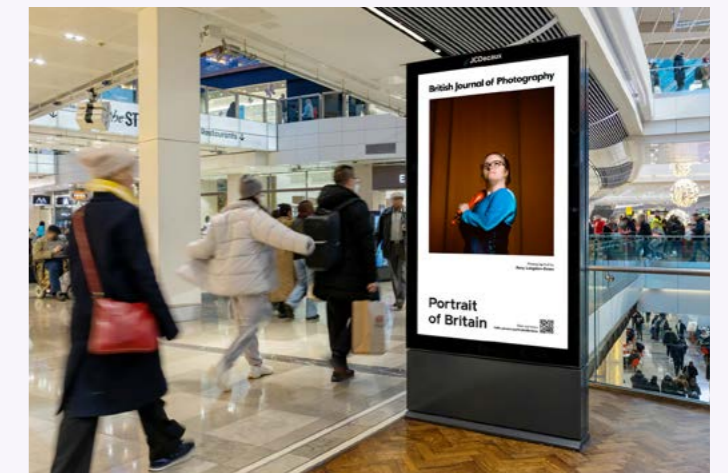
**2,000** campaigns  
provided free of charge to NGOs  
and associations in 2022



“Deontology and responsibility are two key values at JCDecaux. We care about the content that we broadcast and monitor it carefully across our worldwide networks.”

Albert ASSÉRAF  
Executive Vice-President  
Communications and User Innovation  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### ETHICS FOR OUT-OF-HOME DISPLAY

As a sustainable media in contact with more than 850 million people every day, we have a responsibility to uphold the highest standards of ethics for Out-of-Home display. Since 2022, a Code has been deployed throughout the Group, ensuring both awareness of these issues at a local level and responsible and positive outdoor communication.



#### CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Since 2022, JCDecaux has been an official partner of the United Nations Development Programme (UNDP) supporting the “United Nations Joint Sustainable Development Goals Fund”. Having signed the United Nations’ Global Compact in November 2015, JCDecaux is, with this new agreement, extending its commitment to support human rights and to a concrete policy of supporting Major Causes throughout the world.



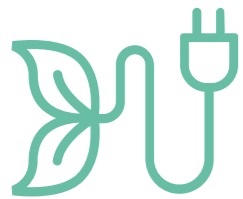


## DEPLOY AN AMBITIOUS CLIMATE STRATEGY AIMING FOR NET ZERO CARBON

### OUR PRIORITIES

- Reduce our **operations emissions** (scopes 1 and 2)
- Reduce **emissions** across our **entire value chain** (scope 3)
- **Contribute** beyond our value chain

**100%**  
of our electricity consumption covered by renewable energy sources



"It is through systemic actions and by engaging our entire value chain that we will be able to contribute to global carbon neutrality."

Lénaïc PINEAU  
Chief Sustainability and Quality Officer  
JCDecaux Corporate

### OUR STRATEGY IN ACTION



#### FURNITURE REUSE STRATEGY

Refurbishment and related efforts are major ways to reduce the environmental impact of our furniture and achieve our goal of decarbonising our activity. Refurbishment allows us to cut extraction- and manufacturing-related carbon emissions of our classic bus shelters in half.



#### ENERGY SUSTAINABILITY AND EFFICIENCY

We successfully reduced, by 60% on average, electricity use of our 2 sq m billboards over the last ten years thanks to the use of the latest LED technology, solutions to reduce light intensity, and night time switch-off. We are proud to be the first Outdoor Communication Group to have joined the RE100\* in 2019.

\* RE100: international coalition of companies committed to 100% renewable electricity production.



## CURB OUR OTHER ENVIRONMENTAL IMPACTS

### OUR PRIORITIES

- Foster **responsible waste management**
- Encourage responsible **water consumption**
- Work to **protect biodiversity**

**85%**  
of our waste recovered



"Collaboration and shared best practices with JCDecaux businesses across the world will help us to reduce our environmental impacts and achieve our common goals. Thinking globally and locally is the key!"

James THOMAS  
Chief Technical Operations Officer  
JCDecaux UK

### OUR STRATEGY IN ACTION



#### RESPONSIBLE WATER CONSUMPTION

Wherever possible we use rainwater to wash our furniture and vehicles while ensuring a high quality of maintenance. Because rainwater is naturally low in minerals, it reduces the need for cleaning products.



#### OPTIMISED WASTE MANAGEMENT

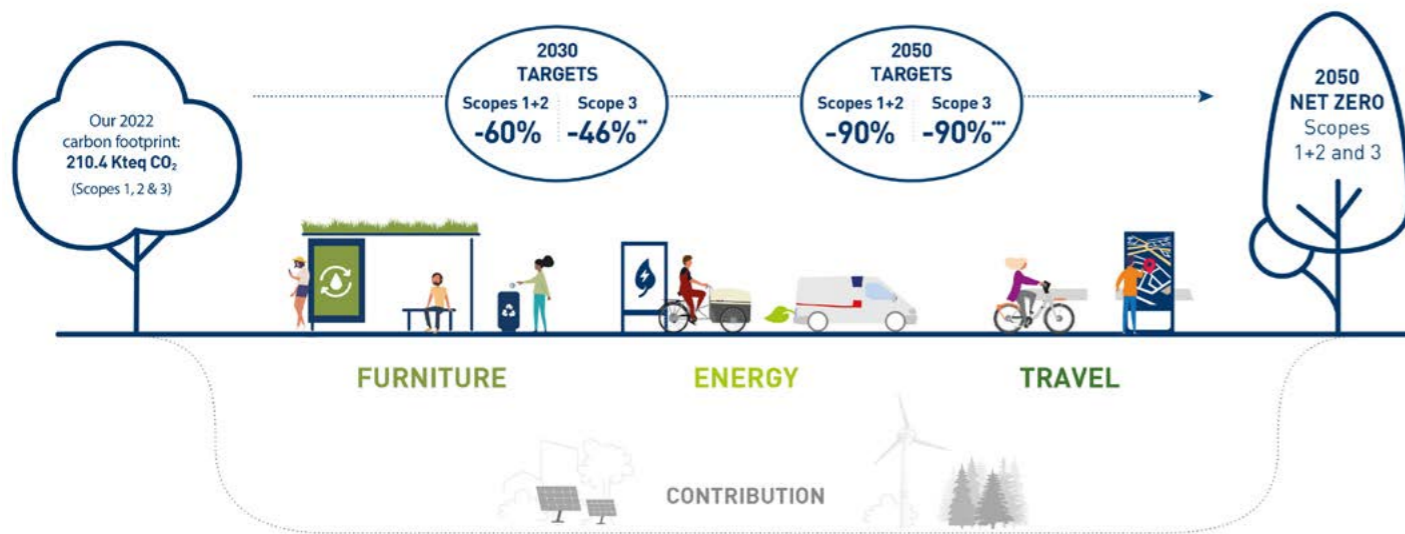
The circular economy is at the heart of the Group's business model, which is why JCDecaux has rolled out a policy of responsible waste management. Moreover, we regularly review how we recycle this waste to keep up to date with evolving needs.



SPOTLIGHT ON OUR CLIMATE STRATEGY

AIMING FOR NET ZERO CARBON BY 2050

AN AMBITIOUS TRAJECTORY



\*JCDecaux has signed its commitment letter to SBTi. The process is underway.  
 \*\*Within a perimeter covering at a minimum 66% of scope 3 emissions. \*\*\*Within a perimeter covering at a minimum 90% of scope 3 emissions.

1.5°C ALIGNED, COMMITTED SBTi



This strategy, aligned with the Paris Agreement, takes into account our greenhouse gas (GHG) emissions across our entire value chain. An independent third party has assessed the measurement of our greenhouse gas emissions (scopes 1, 2 and 3) and our climate strategy. These elements have been submitted to the Science Based Targets initiative (SBTi) for review and validation.

A 3-STEP PROCESS

1. MEASURE

Total greenhouse gas emissions, Market-based, 2022: 210.4 Kteq CO<sub>2</sub>



2. REDUCE

**FURNITURE**  
(scope 3)

- Refurbishment
- Sourcing of low-carbon materials
- Ecodesign

**ENERGY**  
(scopes 1&2)

- Low-emission vehicles
- Furniture electricity consumption
- Optimised digital displays

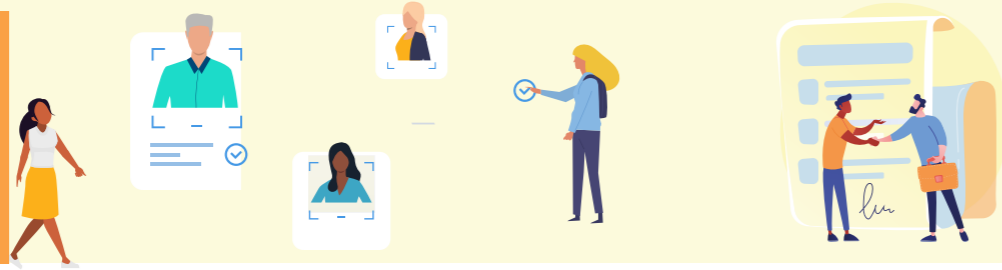
**TRAVEL**  
(scope 3)

- Alternative modes of transport
- Reduction of travel times

3. CONTRIBUTE

In addition to the reduction measures implemented in its operations and value chain, JCDecaux contributes to the development of qualitative projects that aim to remove and/or avoid carbon emissions beyond its value chain and that present social and societal co-benefits.

This policy results from JCDecaux's desire to contribute to climate change mitigation on a global scale, while meeting the UN's Sustainable Development Goals (SDGs).



## BE A RESPONSIBLE EMPLOYER

## CONDUCT BUSINESS ETHICALLY AND SUSTAINABLY

### OUR PRIORITIES

- Guarantee respect for **fundamental social values**
- Promote an **exemplary Health and Safety culture**
- Support **employee growth and development**
- Foster **diversity and inclusion**

**10.1 years**  
average seniority  
of Group employees



### OUR STRATEGY IN ACTION



#### COMMON SET OF SOCIAL VALUES

Since 2012, we have had an International Charter of Fundamental Social Values formalising no less than 17 principles, such as the condemnation of all forms of forced labour, child labour and discrimination at work. It is a point of pride that we keep this charter alive and evolving, and that we monitor its application every two years.



#### HEALTH AND SAFETY OF OUR EMPLOYEES

Ensuring the health and safety of our employees, operations subcontractors and users is an absolute priority for JCDecaux, which has developed a Group-wide Health and Safety Policy entailing the implementation of a Health and Safety management system by every subsidiary.

### OUR PRIORITIES

- Maintain **ethical conduct** and **fight corruption**
- Help our suppliers implement **more responsible practices**
- Ensure that **personal data is protected**

**100%**  
of our key suppliers  
evaluated\*  
\*at the Group level



### OUR STRATEGY IN ACTION



#### ETHICAL CONDUCT

JCDecaux's Code of Ethics, established in 2001, seeks to formalise the rules of business conduct applicable to all Group employees with our customers, grantors and suppliers/ service providers. We want to continue to set an example in order to change behaviours so that respect for the law and the requirement for transparency prevail.



#### RESPONSIBLE PURCHASING

Our sustainable development approach begins with sourcing. This is why we rely on our Supplier Code of Conduct that 100% of our key suppliers commit to respecting. It lays out JCDecaux's expectations for ethical and social themes including health and safety, hygiene, the ecological transition and the environment.



"We are committed to helping each member of our team to develop to their full potential. A winning bet with more than 10 years of employee seniority across the Group in 2022."

Victoire PELLEGRIN,  
Director of HR Development  
JCDecaux France & International  
HR Projects Department



"Our company's social responsibility extends well beyond our own perimeter. By raising awareness and supporting our suppliers in adopting more virtuous practices, we will be able to achieve our own objectives."

Nury LINARES  
Purchasing Manager  
JCDecaux Central America



# JCDECAUX, THE SUSTAINABLE MEDIA

## TOWARDS MORE SUSTAINABLE LIVING SPACES

### DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE

Since 2023  
Enrich our **ecodesign policy**

By 2030  
Widely deploy our **responsible innovations**

### PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

Since 2022  
**100%** of the Group's countries committed to implementing and applying the **principles of the Code of Conduct for Out-Of-Home Display**

By 2025  
**100%** of the Group's countries representing **80% of the adjusted annual revenue** contribute to **supporting one or more of the United Nations SDGs**

## TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT

### DEPLOY AN AMBITIOUS CLIMATE STRATEGY AIMING FOR NET ZERO CARBON

Since 2022  
**100%** of our electricity consumption covered by **renewable energy sources**

By 2030  
**-60% carbon emissions** (scopes 1 and 2, vs 2019)

**-46% carbon emissions** (scope 3, vs 2019)

### CURB OUR OTHER ENVIRONMENTAL IMPACTS

In 2024  
Deploy our **water policy** and continue working to protect **biodiversity**

By 2035  
**Zero waste-to-landfill** vs. total waste in countries with suitable facilities

## TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT

### BE A RESPONSIBLE EMPLOYER

By 2027  
**40% women** on our **executive management committees**

By 2030  
**25%** reduction in the **accident frequency rate** vs 2019

### CONDUCT BUSINESS ETHICALLY AND SUSTAINABLY

Since 2022  
**30%** sustainable development criteria included in **suppliers' qualification and evaluation**

**Help our suppliers** implement **more responsible practices**

## AN APPROACH RECOGNISED BY INTERNATIONAL STANDARDS



**AA**

Average market rating: BBB



**A-**

Average market rating: C



**76/100**

Average market rating: 43



FTSE4Good

**3.4/5**

Average market rating: 2.4



**13.5**

Average market rating: 16.7  
A rating of 40 indicates the most severe risk

\* Ratings as of 2022



**JCDecaux**

[www.jcdecaux.com](http://www.jcdecaux.com)