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## **CIC Conseil advised the operating shareholders of Abri Services Media on its sale to JCDecaux France**

**JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces the acquisition of Abri Services Media by its subsidiary, JCDecaux France. Abri Services Media is a French street furniture player operating under the Abri Services brand in France's Grand-Ouest region (Brittany, Pays de la Loire and Nouvelle-Aquitaine).

Abri Services Media, founded in 1969, is a family-owned company with 76 employees. It was taken over by Yvon Suillaud in 2004 and currently operates more than 2,600 bus shelters and 2,100 City Information Panels (CIPs) in France's Grand-Ouest region. Beyond manufacturing street furniture, Abri Services also markets and leases non-advertising street furniture displays, including bus shelters, electronic message boards, bike shelters, and free and micro-sign billboards.

JCDecaux and its Street Furniture business has established a foothold across regions by leveraging a network that meets local needs of cities, brands and citizens in France. This merger integrates a regional street furniture player into JCDecaux's portfolio, with premium assets and values of excellence to serve cities and advertisers, similar to those that have always driven JCDecaux's teams.

Conversely, during post-lockdown, street furniture demonstrated its robust business model by quickly reconnecting brands and consumers as soon as audiences returned to the streets. Cities increasingly need innovative and sustainable products to address the expansion in their transport networks, coupled with their expectations for contextualised advertising to citizens in real time. The need to keep citizens informed is ever more pressing since the Covid-19 epidemic, and multiple community health messages have been successfully communicated through street furniture.

**Yvon Suillaud, CEO of Abri Services Media**, said: "At the end of a competitive process organised by CIC Conseil, our Board of Directors has decided jointly to embark upon this project with JCDecaux on the basis of the values that we share, such as passion for our business and the sense of achievement that comes with a job well done. The choice to unite our expertise and join forces on this new adventure was clear. We hope to bring a part of ourselves to this Group, our closeness to our stakeholders, which we have solidly built alongside our deep ties to the region, with the support of advertisers and local authorities."

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, said: "Abri Services shares many of the same values as JCDecaux, as well as concrete expertise in delivering local community services. The family-owned business was founded in the 1960s, at the same time as our Group. Abri Services has since developed an established high-performing portfolio in France's Grand-Ouest region. Together, we will provide even better solutions to meet the service needs of cities and citizens, and particularly regional and local advertisers, who now more than ever are seeking out sustainable, effective and impactful local communication."

CIC Conseil acted as exclusive financial advisor to Abri Services Media.

**Key Figures for JCDecaux**

- 2019 revenue: €3,890m, H1 2020 revenue: €1,075m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,630 advertising panels worldwide
- N°1 worldwide in street furniture (517,800 advertising panels)
- N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)
- N°1 in Europe for billboards (136,750 advertising panels)
- N°1 in outdoor advertising in Europe (636,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)
- N°1 in outdoor advertising in Latin America (69,490 advertising panels)
- N°1 in outdoor advertising in Africa (22,760 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,510 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://jcdecaux.com).

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**Participants in the transaction**
**Vendor:**

**Financial advisory:** CIC Conseil (César Darcy, Antoine Cucciaioni, Géraud-François Martin)

**Legal advisory:** Avodire (Jean-Paul Fichen, Claire Melique)

**Financial Due Diligence:** Deloitte (Vania Mermoud, Armel Pedron, Alexis Masson, Jules Ketterlin)

**Buyer:**

**Legal Advisory:** FTPA (Pierre Lumeau, Nathalie Younan, Clémence Louvet)

**Financial Due Diligence:** Mazars (François Leroy, Reza Joomun, Antoine Fabiani, Michaël Louzier, Pierre Tchertoff)

**Legal/tax/social Due Diligence:** Capstan (Pascal Lagoutte, François Yang), Arsene (Brice Picard, Camille Pons, Constance Hackenbruch)

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**About CIC Conseil**

CIC Conseil is Crédit Mutuel Alliance Fédérale's dedicated M&A subsidiary. Its team of expert professionals, located across France, advises corporations, their managers and their shareholders on French and cross-border transactions. Its capabilities cover the entire spectrum of potential corporate finance needs (disposals to industrial investors, leveraged buy-outs, acquisitions, spin-offs, mergers and fundraising).

CIC Conseil has developed a regional offer in partnership with CIC Banque Privée, combining CIC Conseil's M&A expertise and the Private Bank's proximity, for its small cap client base. This offer is dedicated to managers of small cap family businesses wishing to convert their professional assets into private assets through the sale of their company.

CIC Conseil has 7 regional offices: Paris, Lyon, Strasbourg, Bordeaux, Toulouse, Nantes, and Lille.

**About Crédit Mutuel Alliance Fédérale**

One of France's leading bankinsurers, operating through nearly 4,400 branches serving 26.9 million customers, Crédit Mutuel Alliance Fédérale offers a diversified range of services to private individuals, locally-based professionals and companies of all sizes.

Ranking among Europe's strongest banking groups, its equity totaled €47.5 billion and its CET1 ratio was 17.1% as of June 30, 2020.

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Ouest (Nantes), Centre (Orléans), Normandie (Caen), Dauphiné-Vivaraïs (Valence), Méditerranéen (Marseille), Anjou (Angers), Massif Central (Clermont-Ferrand) and Antilles-Guyane (Fort-de-France).

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