

MEDIA RELEASE**31 January 2020****JCDecaux partners with NEUTROGENA® on unique Out-of-Home sunscreen dispenser panel to keep people sun safe in Melbourne**

Melbourne commuters will be able to stay sun-safe with ease this week, with a fun, easy to use advertising panel dispensing free sunscreen.

Leading outdoor advertising company JCDecaux has partnered with beauty brand NEUTROGENA® and media agency UM to create the innovative, special-build panel that dispenses sample-size sunscreen bottles, launched during the Australian Open finals week when the city swells with visitors and locals.

The bespoke panel, which is located at the busy Flinders and Swanston streets tram stop, will provide commuters with a 14mL bottle of NEUTROGENA's® new Ultra-Sheer Dry-Touch Sunscreen Lotion - all with just the push of a button.

JCDecaux Head of Creative Solutions, Ashley Taylor, said the panel was perfect to help Melbourne locals and tourists ward off the brutal summer sun during the Australian Open finals week.

"We're thrilled to be partnering with NEUTROGENA® on this unique experience for passers-by, particularly as we are experiencing a week of hot days and sunshine," she said.

"This panel showcases the ability to get a product directly into the hands of people, and the creative possibilities of Out-Of-Home to reach and engage with audiences in outdoor environments, in a fun and memorable way. This panel has been custom-built to dispense a generous sample of NEUTROGENA's® sunscreen and we're happy to be doing our bit to help Aussies stay sun safe while they're out and about."

NEUTROGENA® Marketing Manager, Areej Nassar, said: "We're thrilled to be part of this initiative to encourage all Australians to love wearing sunscreen and look great too! Environmental factors can damage the skin in multiple ways. Sunscreen helps improve many of the signs of ageing caused by the sun including texture, tone and fine lines.

"At NEUTROGENA®, innovation is at the heart of everything we do, so we've made it easy for you to stay protected in your busy, everyday life with our innovative, weightless and non-greasy Ultra Sheer range – now easy to get a hold of when you're out and about in Melbourne. There is no excuse not to stay protected!"

The panel will be on display until 3 February.

Creative credits:

Creative agency: J Walter Thompson

Media agency: UM

ENDS

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About JCDecaux

JCDecaux is the number one Out-of-Home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY18, JCDecaux reported revenue of approximately €3,619 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux is the first Out-of-Home Media company to join the RE100 initiative, reaffirming its commitment to the climate and renewable energies. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand business includes more than 40,000 advertising touchpoints spanning street furniture, large format digital and static billboards, transit, rail stations and airports.

Key figures

- 2018 revenue: €3,619m, H1 2019 revenue: €1,842.3m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index and the MSCI and CDP rankings
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)

- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees.