



Case study

Shanghai metro

Rexel supplies JCDecaux with electrical equipment for advertising billboards

Location:
Shanghai
China

Rexel
JCDecaux

March 2010

REXEL

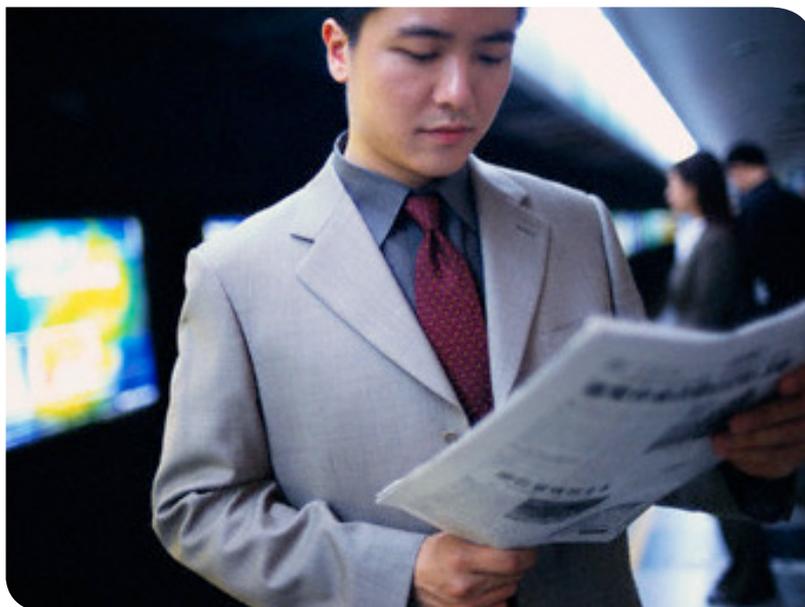
ELECTRICAL SUPPLIES

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Context

Since the first line was built in 1995, the Shanghai Metro has become an urban transport system at the cutting edge of innovation, experiencing extremely rapid development. Transporting over 3 million passengers every day, the Metro has nine lines, 196 stations and 285 kilometres of tracks in operation, making it the third longest network in Asia after Beijing and Tianjin. Five new lines and line extensions should become operational between now and the Universal Exposition in 2010.



STDecaux, a part of the JCDecaux Group, which exclusively manages the Shanghai Metro's advertising billboards, is responsible for equipping the new platforms and stations with innovative display screens, and for replacing the old billboards on existing lines. The Rexel Group was selected by STDecaux via a tender process that sought distributors to supply electrical equipment.

The project

From May to November 2009, Rexel China worked with STDecaux and its sub-contractors to supply them with electrical equipment for the metro's 7,000 advertising billboards. 70% of Rexel's deliveries included lighting equipment (sockets, fluorescent tubes and ballasts) and the remainder was installation equipment (circuit breakers and cables).

Rexel was responsible for managing equipment stock levels and deliveries to STDecaux's sub-contractors, to optimize billboard assembly times. Rexel's complete offer, expertise in logistics, and

dependable relationship with customer STDecaux and its selected sub-contractors ensured that the project was well-coordinated with top quality service.

Furthermore, with STDecaux in charge of maintenance for the advertising billboard equipment, its relationship with distributor Rexel looks like it will be a long-lasting one – the distributor will guarantee deliveries for the replacement of electrical equipment.

Rexel's Added Value



-Thanks to its wide range of products, Rexel had access to all of the 50 products and 30 brands listed on STDecaux's specification sheet. Both companies referred to the same product directory. Rexel was the only distributor in China who could offer all the required products from the outset, and this advantage in terms of rapidity and simplicity proved decisive.

-Rexel was also selected for its expertise in stock management and delivery times; Rexel is able to manage affairs and deliveries directly with the sub-contractors assembling the equipment for JCDecaux.

-Rexel is one of JCDecaux's strategic suppliers.

"Rexel has been working with the JCDecaux Group for over twenty years. Because of their expertise and understanding of our environment and products, the distributor has been a major partner of the JCDecaux Group in Asia for more than three years. Rexel was chosen for this project as their offer combined competitiveness, high-quality services and, above all, their impressive responsiveness."

M. Yves Villeneuve,
Regional Sourcing and
Supply Chain Manager, JCDecaux

More about

Rexel and JCDecaux in Asia

Over the past three years, Rexel has partnered with JCDecaux, working together in various countries throughout Asia. In addition to China, where Rexel is working with JCDecaux on numerous advertising billboard projects, Rexel has also been working with JCDecaux in Korea and Hong Kong. Of the hundreds of products distributed by Rexel to JCDecaux, half concern lighting equipment.

Rexel and JCDecaux in France and Internationally

Rexel supplies electrical equipment for the entire range of JCDecaux's activities in France: street furniture, bus shelters, and, more recently, the 'Vélib' (bicycle rental) service points in Paris. The two companies have been partners for over 20 years. Their close relationship and the understanding Rexel has acquired of JCDecaux's core businesses have enabled the distributor to accompany and support the rapid development of the world leader in outdoor advertising.

Key Figures and Dates

- Approximately **50 products** selected from **30 manufacturers**
- **14,000** fluorescent tubes, sockets and ballasts
- Start of project: May 2009
- End of project: November 2009

About JCDecaux: JCDecaux is the **2nd largest outdoor advertising specialist in the world** and the **market leader in Europe and Asia-Pacific**. JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes.

JCDecaux, which first invented the concept of street furniture in 1964, is currently the only world-class player exclusively focused on outdoor advertising, pursuing a comprehensive range of activities in the areas of: street furniture, billboard and transport advertising.

JCDecaux is number one worldwide in street furniture, number one worldwide in transport advertising, the European leader in billboard advertising and the number one worldwide for self-service bicycle hire. Employing a total of 9,940 people, the Group has operations in 55 countries around the world, and is present in including 3,500 cities of more than 10,000 inhabitants. In 2009, the Group has generated revenues worth a total of €1,918.8 million.



About Rexel : Rexel Group: Leading worldwide distributor of electrical products in 34 countries, with 2,300 branches and 29,000 employees, Rexel posted 2008 pro forma sales of €11.3 billion.



Rexel in China: Leading international distributor of electrical equipment in China, Rexel operates under 4 brands: Rexel Hailongxing, Rexel Hualian, Huazhang Automation and Suzhou Xidian. Serving the industrial, infrastructure and building markets in China, Rexel brings support and service to contractors, end users, and OEM customers.

Through a network of 29 branches covering North, East and South West China, and with over 600 employees, Rexel's 2009 sales in China amounted to €160 million, up 16% in organic growth compared to 2008.